

PEBBLE BEACH CONCOURS d'ELEGANCE®

Celebrating the Life & Legacy of the Automobile

INSIDER™



Celebrating 75 Years

Of Automotive Style, History & Innovation

Legacy of Giving

& A Historic Goal Ahead



Nicola Bulgari

The Italian Guardian of
America's Automotive Soul

Jim Farley

THE MECHANIC WHO BECAME CEO

Extraordinary





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Of Automotive Style, History and Innovation

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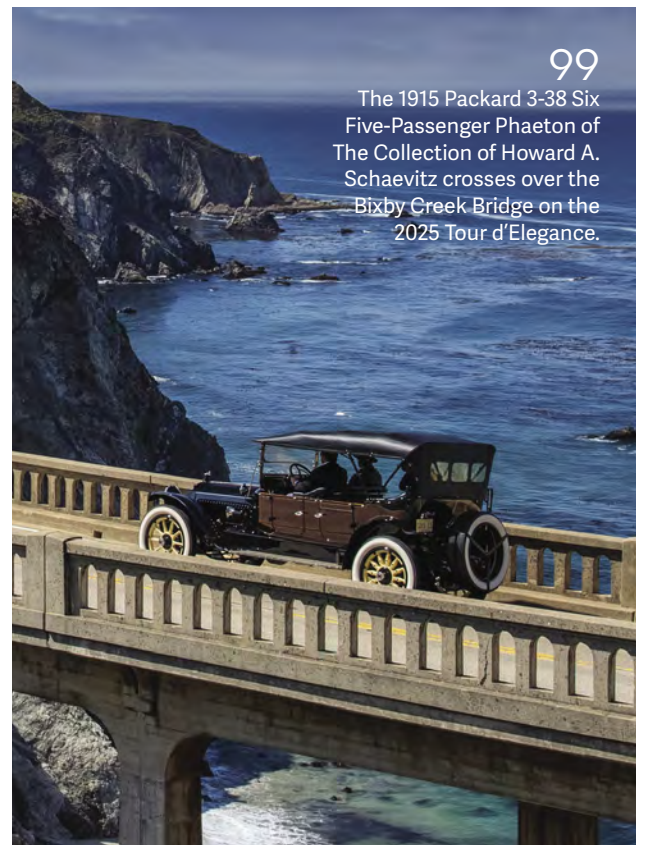
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LETTER FROM THE CHAIRMAN

In recent months—ever since the Pebble Beach Concours shared news of the coming change in leadership here—I’ve heard from many of you, sharing cares and concerns, hopes and worries. Your support for this event, and for me, has been evident throughout the years, in times of strength as well as struggle, and I am grateful for that.

I do understand the worries; change is often difficult. But even at the best of times, change is inevitable.

Transition, like tradition, is a necessary part of history.

The Pebble Beach Concours now encompasses many traditions that have come into being over time—from our two-tiered judging system to our featured marques, a trip over the awards ramp for winners, and a concluding burst of confetti. When I started with the Concours, there was no Concept Lawn, no Tour, no Dawn Patrol, no Selection Committee. We didn’t even have use of the 18th fairway; in the background of old Concours photographs, golfers can be seen playing through! As for Pebble Beach, there was no Inn at Spanish Bay or Casa Palmero. Change, or the need for it, is often a sign of success.

Sometimes, of course, change comes from challenge. Early in our history, storms forced the Concours to shift from Lodge lawn to polo field on two occasions before we moved from November to spring and then settled in August. More recently, we made it through a global recession and the Covid era.

Shifts in leadership have sometimes been the hardest. The Concours seemed to lose its way after the loss of co-founder Gwenn Graham in the later 1960s—before Lorin Tryon and Jules “J.” Heumann stepped in to right the ship. Decades later, the loss of Lorin was huge; I still shake my head when I think of all that man did to gather cars with just a phone and later a fax machine. Meanwhile, J. oversaw the judges and field operations and served as our foreign ambassador, expanding our ties to collectors and cars in Europe. I miss them both!

I also miss Phil Hill, Stirling Moss, Don Williams, Peter Mullin, John Lamm, and many others. So many people have been a part of this community—and remain with us in some way. . . . But it is also exciting to have new judges on our show field, to be able to spend the day with the fantastic designers creating cars today, or those racing them. And it is heartwarming to see many new entrants stepping forward to care for great cars.

We are steeped in tradition, but we are also pretty nimble. If you are on the outside of our Concours watching us navigate history, you might think we are the RMS Queen



Mary, turning slowly. But because we are enthusiast-based, we can change course quickly—and often have.

There is no doubt that we are in the midst of a generational shift in the car world—and the interest in specific cars is shifting with that. That’s not unusual, and we will adapt to that. In the 1950s, we introduced then newly defined “Classics” to our show field. In the early 1970s, Lorin and J. added a class of sporting young Ferraris. More recently, we’ve hosted current Wedge concepts and Formula 1 racing greats. Our forthcoming 75th celebration will look back to our start in road racing and to the grand gatherings of our past, but it will also introduce our first class for Japanese Motorsports.

We are now undertaking a change that I have been working toward since 2019. After 25 years at the helm of this event and the prior 15 years being mentored by those before me, I will be stepping aside this October to make room for a new generation of enthusiasts. I will continue as Brand Ambassador and Strategic Advisor, offering my guidance for a time, and Vince Finaidi will step into the role of Chairman. I hope you welcome him and work with him to make the Concours even better than it is.

Yes, change will come. It must come! But change does not mean the end of loving cars or the end of all that we love about the Pebble Beach Concours. We are still going to celebrate great cars and the people who love them. And we hope you do that with us.

Sincerely,

Sandra Button
Concours Chairman

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Gabrielle Garza is the Director of Operations for the Pebble Beach Concours d'Elegance. Beyond her operational duties, she enjoys discovering and documenting the stories of the cars and car people at the heart of this event, deepening her understanding of the car world.

Mark Vaughn has accomplished the nearly unheard of task of being on staff at the same car magazine, *Autoweek*, for an incredible 37 years. He previously lived for five years in Germany, where he edited the car magazine *Auto*.

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PORSCHE



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*CELEBRATING 75 YEARS OF
AUTOMOTIVE
STYLE, HISTORY
& INNOVATION*





THE PEBBLE BEACH CONCOURS d'ELEGANCE HAS MADE HISTORY TIME & AGAIN,

often hosting first-ever or even once-in-a-lifetime gatherings of cars and pairing the world's greatest designers with their creations. Now, as the event approaches its 75th celebration on August 16, 2026, it plans to revisit some of these iconic gatherings while hosting a wide range of features and new classes.

It will also pay tribute to its historic ties to road racing.

Ferrari, which has a long history at Pebble Beach, will be the primary featured marque on this occasion, with a special focus on Luigi Chinetti and NART competition cars, and Vignale will be the featured coach-builder. New offerings include special classes for the Land Speed Record Sunbeam and Japanese Motorsports, while other classes bring forward the best of Early American Speedsters, Classic Era Cars of the Future and Classic Streamliners.

For a time, Jim Kimberly led the pack with his Ferrari 166 MM Touring Barchetta in the 1951 Pebble Beach Cup. He later rolled the car, and Bill Pollack went on to win in a Cadillac-powered Allard J2.

The 1959 Ferrari 250 TR59/60 Fantuzzi Spyder of William E. "Chip" Connor poses on the 17th fairway of Pebble Beach Golf Links.



Below: David MacNeil's 1973 Ferrari 365 GTB/4 Scaglietti Competizione Berlinetta exhibits its 1973 Le Mans livery at the 2024 Concours.



FERRARI

A Ferrari first appeared at Pebble Beach in 1951: Gentleman Jim Kimberly, heir to the Kimberly-Clark Kleenex fortune, showed his 1949 Ferrari 166 MM Touring Barchetta at the Concours and went on to compete in the Road Races. While in third place on lap 20 of the feature race, he skidded on oil and flipped the car—but he emerged unharmed and received a kiss for his efforts from his date, movie star Ginger Rogers. In the intervening years, over 900 Ferraris have appeared here. Ferrari became the first ongoing postwar featured marque at the Concours beginning in 1973, and we often host two or three Ferrari classes. On this occasion, we will be focusing on Luigi Chinetti and his NART competition cars, and Vignale-bodied road cars.

Left: Dennis Garrity's 1952 Ferrari 342 America Vignale Cabriolet, said to be the only 342 America bodied by Carrozzeria Vignale, traces the Pacific Coast on the 2018 Pebble Beach Tour.

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Surf and rocky bluff serve as backdrop for Ralph Marano's 1948 Packard Eight Vignale Convertible Victoria on the 2012 Tour.

CARROZZERIA ALFREDO VIGNALE

Born in 1913 as the fourth of seven children, Alfredo Vignale first found work as a panel beater at the age of eleven. After having worked with Pinin Farina and later Stabilimenti Farina, he started his own *carrozzeria* in 1948. The defining moment came in 1950 when Vignale began his famous cooperation with another Stabilimenti alum, Giovanni Michelotti, a multi-talented and prolific sports car designer who could create distinctive and beautiful styles at the drop of a hat. Giovanni designed the cars, and Alfredo built them. What followed would secure their enduring legacy: a seemingly unending stream of Ferrari, Lancia, FIAT 8V, Maserati, and many other Italian chassis that received their golden touch. Today, these rare cars are regarded as a quintessential distillation of exquisite Italian metal shaping. They are the coachbuilt embodiment of 1950s *la dolce vita*: sleek, smart and breathtaking.



BMW AG's 1958 BMW 3200 Michelotti Vignale Roadster rests at the edge of Stillwater Cove at the 2013 Concours.



Designed by Giovanni Michelotti and bodied by Carrozzeria Vignale, Stephen Bruno's 1951 Fiat 1400 Vignale Cabriolet crosses the Big Sur Bixby Bridge on the 2018 Tour.

EARLY AMERICAN SPEEDSTERS (PRE-WORLD WAR I)



The 1913 Mercer Model 35 J Raceabout of the Petersen Automotive Museum passes by The Lodge at Pebble Beach on the 2013 Tour.



This Raceabout is highly original.

In the tumultuous years leading up to World War I, a handful of American automakers offered exciting models that stirred the souls of early sporting motorists. The Speedster was an exciting, fast, bare-bones iteration of the newly emerging horseless carriage. Minimalist in guise, speedsters generally featured a powerful engine, a rudimentary hood, lightweight fenders, two bucket seats, a cylindrical fuel tank, and a pair of spare tires. Except for their vestigial fenders, they resembled road and track racers of the era, like the Indy 500-winning Marmon Wasp. Although more than a century has passed, evocative names like Stutz Bearcat and Mercer Raceabout still resonate with car enthusiasts. Our class will display several of the best-known American Speedsters along with several little-known but exciting competitors.



At the 1933 Chicago World's Fair, Duesenberg unveiled this 1933 SJ Rollston Arlington Torpedo Sedan, which was quickly nicknamed "Twenty Grand."



Packard's offering was this 1934 V12 1108 Dietrich Sport Sedan, soon called the "Car of the Dome."

CENTURY OF PROGRESS EXPOSITION

In 1933, the eyes of the world turned to Chicago as it hosted the Century of Progress International Exposition, a much-needed respite from the hardship of the Great Depression. The Chicago World's Fair provided a glimpse into the future and the promise of a better life through advancements made in science, technology and manufacturing. The automobile served as a significant attraction to the event with many of the 39 million attendees drawn to the transportation exhibits where automakers promoted multi-cylinder and supercharged propulsion wrapped in stunning designs incorporating aerodynamic principles. Notable among these were the Cadillac V-16 Aerodynamic Coupe, Duesenberg's Arlington Torpedo Sedan by Rollston, the Packard "Car of the Dome" Dietrich Sport Sedan and the Pierce-Arrow Silver Arrow. These four automobiles represented the pinnacle of performance, style, and exclusivity. Our curated class will allow you to experience the innovations they offered.



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This 1938 Mercedes-Benz 540k Streamliner, built for a high-speed endurance race, was most recently shown here in 2014.

THE BIRTH OF THE STREAMLINER

The latter half of the 1930s was a time of unrest and upheaval in automotive design—yet one of great creativity and originality as the new science of aerodynamics rose to the fore and the old upright and angular three-box car designs were forced to bite the dust. Some experimented with genuine windswept teardrop forms tested in early wind tunnels. Others were caught up in the spirit of the age and its catchword: streamlining. Late 1930s consumers could purchase streamlined toasters, refrigerators, pencil sharpeners . . . and cars. As the design studios of car manufacturers and coachbuilders experimented with the new and fascinating shapes of these “streamliners,” they created astonishing automobiles that remain some of the most extravagant and breathtaking machines ever conceived. With their flowing fenders, sloping grilles and fastback rear ends, the streamliners were a short-lived ode to a Flash Gordon future where the sky quite literally was the limit. The 2026 Concours will mark a timely celebration of that.



The 1937 Talbot-Lago T15 C-SS Fioni et Falaschi Teardrop Coupe of William E. “Chip” Connor won Best of Show at the 1997 Concours.

AUTOMOBILES OF ROYAL INDIA

Yuvraj Saheb Mandhatadin Jadeja of Rajkot in Gujarat, India, greets the Concours audience from the 1934 Rolls-Royce Phantom II Thrupp & Maberly All Weather known as the "Star of India."



The cars of India's royal families often bear special markers and flags.

As the 19th century turned to the 20th and the automobile came into being, India was officially under the rule of the British Crown, but India's erstwhile rulers were still among the most powerful and wealthy people on Earth. So they commissioned some of the most luxurious cars ever to be created, helping to spur the art of coachbuilding throughout the Vintage and Classic Eras. Most of the automobiles of Royal India to be showcased at the Pebble Beach Concours this year have not previously been shown at an international concours and will be traveling overseas from India to make their first such appearance here. Included are automobiles made by Rolls-Royce, Bentley, Packard, Pierce-Arrow, Minerva, Mercedes-Benz and Hispano-Suiza for the Maharajahs, Maharanis, and Rajas of several distinct Indian states. Some remain with these families to this day, or have been returned to them, and are now being shared by them with the world.



At the start of the final road race in Pebble Beach, in 1956, Bill Pollack jumps into the lead, driving the Chevy-powered HMW known as the "Stovebolt Special."

Right: This Cadillac-powered Allard J2 (seen here on the 2006 Pebble Beach Tour) was the overall winner of the Pebble Beach Road Races in 1951 and 1952.

Below Right: Phil Hill piloted his Jaguar XK120 to the overall win in 1950.



PEBBLE BEACH ROAD RACING GREATS

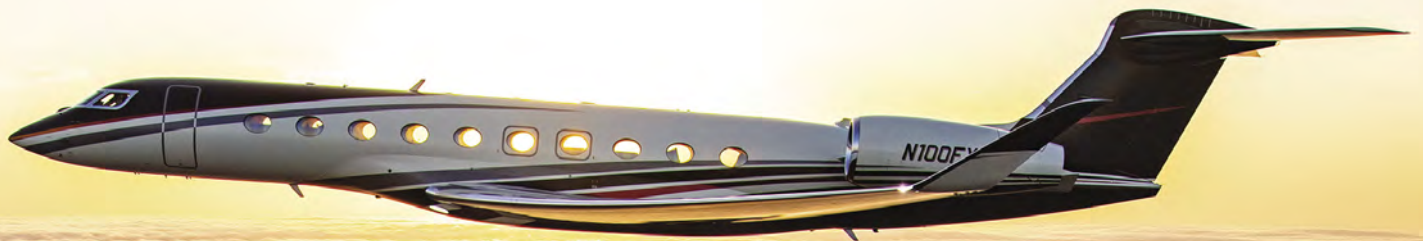
The first Pebble Beach Road Race took place in November 1950, and the first Pebble Beach Concours was held in tandem with it; Concours cars were shown and judged in a field near the tennis courts and then paraded down the start-finish straight of the racecourse. Racing continued in Del Monte Forest through 1956, and a multitude of top racers and constructors took part, including Phil Hill, Carroll Shelby, Ken Miles, Richie Ginther, Bill Pollack, and Phil Remington, along with celebrities such as Jackie Cooper. Ultimately the winding, tree-lined course proved too dangerous for increasing speeds, so a purpose-built circuit was carved from a nearby dry lake—"Laguna Seca." Our celebration will showcase the evolution of sporting cars that raced in the forest in the early 1950s, pairing top models from auto manufacturers with some of the most iconic one-off specials.



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Major Henry Seagrave rests against the Sunbeam 1000 hp that he drove to a record-setting 200 mph at Daytona.



Left: Seagrave maneuvers the Sunbeam outside the factory.



LAND SPEED RECORD SUNBEAM

The mighty Sunbeam 1000 HP, the first car to achieve a land speed record of 200 mph, has been asleep for over 90 years. But a team of restorers at the National Motor Museum in Beaulieu, England, is now in the process of gently waking this giant, and the restored beast will make its US debut at the 2026 Pebble Beach Concours d'Elegance before attempting a centennial run at Daytona in early 2027. While this car was built for speed, its history-making endeavors have earned it a place here at Pebble Beach. And bear in mind that one land speed record car, the 1935 Duesenberg SJ Speedster known at the "Mormon Meteor" has already garnered our Best of Show Trophy, in 2007.



The Sunbeam under lights at the National Motor Museum.

JAPANESE MOTORSPORTS: THE RISING SUN AT SPEED



In 1991, amidst a wave of cheers, a Mazda 787B becomes the first Japanese car to win at the 24 Hours of Le Mans.



This 1990 Toyota Eagle HF89 GTP, driven by famed race driver Juan Manuel Fangio, delivered Toyota's breakthrough IMSA GTP victories.

Le Mans has long been considered the most challenging endurance contest. Marques like Bentley, Alfa Romeo, Ferrari, Ford, and Porsche have all enhanced their reputations with impressive victories there. Understandably, Japanese automakers were eager to show that their cars could compete in that grueling international endurance race. Toyota, Mazda, and Nissan entered the 24 Hours of Le Mans in the 1990s. Mazda convincingly won the Sarthe Classic in 1991 with the unconventional Mazda 787B Rotary. Not to be outdone, Toyota won Le Mans five years in a row, from 2018 to 2022, fielding a convincing variety of Hybrid racing car configurations. And in 1990, when a Nissan won the pole position, it qualified six seconds faster than the nearest Porsche! More recently, Honda ran cars at Le Mans from 1994 to 2006, winning the GT2 Class in 1995. We'll present a fine array of Japanese race cars that competed at Le Mans, as well as at other venues and in other series.

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NICOLA

— The Italian Guardian of America's Automotive Soul —

BULGARI





A 1941 Buick Series 56S Super
peers across the Val d'Orcia.



s the wheels touched down on the tarmac at the Rome-Fiumicino airport on Monday, April 21, 2025, our phones lit up. Sandra turned to me and said, “Have you seen the news? The Pope has passed.”

Pope Francis had died just hours before in Vatican City; Rome was officially in mourning.

Needless to say, the Anantara Concorso, planned for the following weekend and the focal point of our trip, was canceled, along with several of our scheduled appointments and meetings.

However, Nicola Bulgari, a five-time participant at the Pebble Beach Concours and a gentleman we had never met in person, was willing to keep our pre-arranged engagement to visit his collection in Rome.

Nicola is the grandson of Sotirio Bulgari, who founded the luxury brand BVLGARI in 1884. Ironically, Nicola, Vice-Chairman of one of the most exclusive fine jewelry and accessory companies in the world, is dedicated to a genre of automobiles that many collectors instinctively dismiss—the big, bold, and bombastic behemoths of America’s automotive adolescence. This octogenarian is acutely aware that, living in an era of planned obsolescence, those items we lose or dismiss are rarely valued until it is truly too late. This impetus has fueled his mission to find, save, and preserve American automobile icons from the 1920s through the 1960s in a trio of locations that include the NB Center for American Automotive Heritage in Rome, in Sarteano (Tuscany), and in Allentown, Pennsylvania in the US.



Slipping behind the wheel of a 1941 Cadillac Series 61 Coupe.

Sandra and I had already visited the Allentown facility in February with the Concours Selection Committee (as detailed in a sidebar at the end of this piece); this was our opportunity to visit the two in Italy.

In addition to more than 100 cars matching his own focus, the Rome garage houses several original Vatican cars, for which Nicola serves as the self-appointed guardian. After brief hesitation, it was deemed both appropriate and fitting to celebrate the life of a pope and the legacy of the papacy at such a significant moment in history with a visit to this collection. So, as originally planned, Sandra and I arrived the following afternoon at the very discreet, surprisingly well-lit subterranean showroom in the center of the Eternal City. Less than a couple of miles from the Colosseum, this space is tastefully decorated with vintage signs and historic photographs and houses a comprehensive workshop.

Nicola was there to greet us and, accompanied by Patrik Ullman, the Head of Operations in Rome, we toured the collection of American classics, all in pristine fully restored or preserved condition, and turn-key drivable.

Nicola explained why, as a full-blooded Italian, he has dedicated so much of his life and money to collecting and preserving American cars: “When I was young my whole family loved cars. My brother Gianni was a great racer—he drove in the Targa Florio and at Sebring—but I loved sedans, big, useable, dignified American sedans.”

Nicola went on to describe his first acquisition in 1946, aged five, when his father took him to Lugano in Switzerland and he saw Buick taxicabs on the streets: “I was impressed by their grandeur in contrast to the post-World War II gloom of Italy, so I bought a Dinky model of a 1939 Buick—I still have it!” The young Nicola also

was mesmerized by the American automobiles driven by the Allied troops who remained in Italy until 1948, at a time when his homeland was producing only cheap Fiats or highly engineered sports cars well beyond the means of the middle class. “I wanted to learn about this golden age of automobile design in America, an age of innovation, quality, and craftsmanship. My dream was to save all this incredible history before it disappeared or was forgotten. That would be a tragedy.”

This remarkable collection, including an array of Buicks, Cadillacs, Oldsmobiles, Packards, and Pontiacs, is a rare resource and palpable reminder of the global influence of US automobile engineering before and after World War II.

Having perused the core of the collection, Nicola led us to his Special Vatican Limousine Collection, the jewel in his Roman crown. Knowing Pope Francis had just passed, it proved somewhat melancholy, yet strangely moving, to be among so many Vatican State cars used by previous Pontiffs (from Pope Pius XI in 1932, through Pope Pius XII and Pope John XXIII, to Pope Paul VI in 1966).

Nicola related how he would see Vatican State cars in the streets of Rome as a child—always American, always imposing, always black—many of which were sold out of the Vatican State and into private ownership and anonymity. It became Nicola’s personal crusade to find, acquire, restore, and preserve these historical icons. To date he owns 11 Vatican cars but is constantly on the hunt for more. Following the ratification of the Vatican State in 1929, the Holy See was permitted to employ limousines in place of horse-drawn carriages, for the transport of

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WHEN I WAS YOUNG MY WHOLE
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AMERICAN SEDANS.

—Nicola Bulgari

”

The scenic drive through Tuscany encompassed both history and beauty.



Above: Amidst the drive, we made several stops for espresso and wine.

Left: Sandra and I pose beside the Cadillac, with a fantastic mountain backdrop. Tuscany is bordered by the Apennine Mountains, the Apuan Alps, and the Ligurian and Tyrrhenian seas.



Nicola's 1940 DeSoto S20 passes beside the gardens of La Foce.

“

MY DREAM WAS TO SAVE ALL THIS INCREDIBLE HISTORY BEFORE IT DISAPPEARED OR WAS FORGOTTEN. THAT WOULD BE A TRAGEDY.

—Nicola Bulgari

”

visiting royalty and VIPs, including Queen Elizabeth II, Prime Minister Neville Chamberlain, the Shah of Persia, President Charles de Gaulle, and King Baudouin of Belgium, to name a few.

American limousines—particularly Cadillacs, Buicks, and Packards—were appreciated for their elegance, quality, and reliability, not to mention their affordability. The Special Vatican Limousine Collection not only represents an impressive line-up of mid-century American auto excellence, but some of these cars mark landmark moments in European history.

Take, for example, the two 1938 Cadillac Series 75 Imperial Sedans delivered to the Vatican “Garage Nobile” on April 7, 1938, and assigned license plates SCV 11 and

SCV 14 (SCV for *Status Civitatis Vaticanae*, or Vatican City State). The former carried British Prime Minister Neville Chamberlain and Lord Halifax to visit Pope Pius XI in January 1939 during their efforts to avert World War II. (We all know how that turned out!) SCV 14 was later featured in the 1970 movie *Patton* starring George C. Scott.

There is also a 1938 Cadillac Series 90 Town Car—one of 11 manufactured—sold initially by Cadillac of Alexandria, Egypt, to a French Countess. Upon her death, the Countess willed the car to Cardinal Spellman, a dear friend and advisor to President Roosevelt. It was then commissioned to the Vatican motor pool and used frequently by Pope Pius XII. Today it has just 34,000 original miles and is the only V16 in the Italian collection.

Pope Pius XII eventually commissioned Derham Body Company of Philadelphia to build a special 1947 Cadillac Series 75 Imperial Sedan fitted with a single throne seat. This Cadillac was registered as “1 SCV”—the Pope’s personal car. Later an open-hatch roof was installed to allow the Pontiff to stand up and wave during parades. Nicola purchased this car in 2003.

The 1947 Packard Custom Super Clipper Limousine Series 2126 that transported President Charles De Gaulle on a Papal visit was added in 2014. And in 2009 the NB Center purchased one of four 1965 Checker Marathon



We enjoy the drive through the Italian countryside.



Paolo Ciminiello, curator of the Italian Collection, and Sandro Valenti, with the 1941 Buick Super Series 56S.



Sandra was in her element, marveling at the gardens at La Foce (shown here and at right).



Town Custom Limousines, built in Kalamazoo, Michigan, and acquired by the Vatican State in an effort to provide a more sober, less flamboyant papal image. They were used as transport for Pope Paul VI, whose pontificate was known for guiding the Catholic Church through several progressive reforms, including allowing mass in local languages.

To see these 11 immensely significant American classics was a privilege we will never forget.

Before we departed the garage, Nicola gave us a quick tour of a special edition of Vatican limousine miniatures made

specifically for the Musei Vaticani by Brooklin Models of Bath, England, a sister company to the NB Center. Each limousine was meticulously reproduced in 1:43 scale, complete with tiny papal flags and correct license plates.

The day that began with a gentleman we did not know ended with a close friend. Nicola apologized that he could not dine with us that evening, but we were invited by Patrik to a lovely Roman restaurant, then returned to our hotel in the collection's Buick Electra 225—a gigantic boat of a car that navigated the tiny backstreets of Rome with hardly an inch to spare.



The secondary garage of Sarteano includes a 1970 Buick Riviera and a 1970 Chevrolet El Camino.

Knowing our original schedule was kyboshed, the Bulgaris insisted we visit their facility in Sarteano the next day, adding “After all this looking at cars—let’s drive!”

Sarteano is in the heart of the Tuscan countryside, 100 miles and 1.5 hours north of Rome, and hosts important tombs of the Etruscan civilization, dating back to the 4th century BCE. Nicola has a residence in Sarteano and maintains a facility there comprising two refurbished buildings (including a former shoe polish factory) housing his comprehensive library, a fully manned workshop and restoration atelier, and more model cars, not to mention a host of American classics. Most importantly, it is in Tuscany that Nicola and his friends and colleagues get to exercise his favorite American automobiles on quiet and stunningly drivable Italian roads—a treat not afforded in Rome.

After the obligatory espresso and biscotti en route, we arrived mid-morning on a typical European spring day, with clouds scudding across a wide blue sky. An entourage of about 10 people, including Patrik, a couple of mechanics and operations managers, an inhouse photographer, and

others from the facility piled into three 1940s American cars—a Cadillac coupe, a DeSoto, and a Buick—and set off to explore. I drove a fabulous Cavern green 1941 Cadillac Coupe Series 61, a superb, fully functional, perfectly restored example of American craftsmanship at its best. I was King of the Road.

The countryside was stunning, the driving incomparable, and the company highly entertaining. It was a great drive. Nicola called ahead and arranged for the gardens of La Foce to be opened especially for us to view—a fantasy of wisteria and peonies, roses and topiary. Sandra was in heaven. We also drove up to the abandoned village of Castiglioncello del Trinoro, which sits atop a rocky promontory overlooking the Tuscan valley. This 12th century hamlet has recently been reimagined as a modern hotel, The Monteverdi, while maintaining its medieval charisma—and the views are simply exquisite.

Mid-afternoon we returned to the garage in Sarteano and went up to the mezzanine overlooking the collection. There, Nicola had a table set for us all; we sat together—



“

LOOK ALONG THAT LINE. SEE HOW THE FORM CURVES UP TO A CREST AND THEN SWOOPS BACK DOWN TO A GENTLE RISE OVER THE WHEEL ARCH. THAT IS A THING OF BEAUTY. SUCH STYLING.

– Nicola Bulgari

”



Top: In a striking green, this 1970 Buick Riviera is sure to catch the eye.

Above Left: The shape of the rear windshield and the tapered fins are just a couple of the many distinct details on this 1957 Ford Fairlane 500.

Above Right: This 1961 Buick Special has a dramatic front and a deeply creased beltline.

Right: Chatting with Nicola and Alison Castle.



THE NB CENTER in Allentown, Pennsylvania, US

Every year the Selection Committee of the Pebble Beach Concours meets in a different location in America to discuss the upcoming Concours show field, exchange information and ideas, and visit with friends new and old while also visiting some notable collections. In February of 2025, the Selection Committee met in Philadelphia and was invited to the NB Center in Allentown, Pennsylvania, one of the three facilities owned by Nicola Bulgari.

As the bus transporting our motley crew rounded a bend and approached the Allentown NB Center, there was a collective gasp of awe. We entered a sweeping open vista with over two miles of private roads woven around a central Tuscan villa, flanked by lawns. This facility was originally a drive-in movie theater on 27 acres of land. Nicola acquired the land, built the villa to house his collection, added a restaurant, garage, and private driving track, and moved his collection in—lock, stock, and muffler. Since then, several local businesses bordering the property have come up for sale and have been added to provide a full complement of services and skills. So there are now 14 buildings.

Inside the facility we were greeted by Keith Flickinger, Curator and COO of this NB Center, and his team, who escorted us around the collection of nearly 200 automobiles. The focus is clearly the cars of everyday middle-class Americans from the 1920s through the 1960s, when the American auto industry excelled in cutting-edge design and technology for the average consumer. Almost every American marque is represented, from Buick to Willys, with some cameo appearances by Reo, Stutz, and Marmon. But most amazing to me was the fact that, thanks to a state-of-the-art inhouse workshop, paint-studio, machine-shop, and gauge restoration atelier (not to mention the department that manufactures floor mats according to the original factory build sheet), every car is perfectly restored or preserved, and maintained in turnkey condition, ready to drive out the door. These are not static displays; they are living, breathing icons—the cars that defined America.

Although Nicola was not there for our visit, Keith and his team noted that when Nicola visits, they fire up a fleet of cars from the collection, and the entire team—detailers, mechanics, paint specialists, and the like—take to the road to exercise their wards and reconnect with the love of driving these American icons.



Top: The view from the mezzanine of the main garage in Sarteano. Visible below are a grey 1946 Buick Roadmaster and a dark blue 1937 Graham Supercharger.

Above Left: The Castiglioncello de Trinoro overlooks the beautiful countryside in Tuscany.

Above Right: A double rainbow brightens overcast Tuscan skies.




Left to right: Martin E. Button, Sandra Button, Nicola Bulgari, Patrik Ullman, and Alison Castle gather in front of the 1941 Buick Special Series 56S as lunch is prepared for us on the mezzanine.



the guys who detail the cars, the mechanics and drivers, the photographer and the janitor—and partook in a multi-course banquet with enough wine to satiate a Roman legion. The atmosphere was jovial, and it was obvious that Nicola not only treated everyone as an equal member of the team but really enjoyed their company and valued their input.

Afterwards, feeling relaxed and ready for siesta, Nicola took us down to the collection for one final walkthrough before we departed for Rome.

“Look at that,” he said, as he bent down at the rear fin of a Buick Special and peered along the flank of the car toward the hood. “Look along that line. See how the form curves up to a crest and then swoops back down to a gentle rise over the wheel arch. That is a thing of beauty. Such styling.”

The Italians are known for their warm hospitality, but Nicola Bulgari lives by a higher standard that he applies to all walks of his life, and specifically to his car collecting. It salves my heart to know that Nicola is over there in Italy with a mission to save, collect, and drive cars from an era of our American heritage that some collectors dismiss out of hand. The NB Center is a palpable reminder of the influence of American automobile engineering pre- and post-World War II. Furthermore, his crusade to hunt and preserve Vatican State cars—American cars chosen by Italian pontiffs to represent and promote their status worldwide—is truly the *“ciliegina sulla torta!”* (Cherry on the cake!) 

Tsutomu Tom Matano

1947–2025

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*Always Inspired
— T. MATANO.*



Tom reminded the world that the most powerful force in design is emotion.

As the visionary behind the Mazda MX-5 Miata NA and RX-7 FD, he redefined the modern sports car through balance, lightness, and joy, guided by his Jinba Ittai philosophy.

He shaped generations of designers through empathetic design, leaving a legacy far beyond the vehicles he created. His love of life was infectious, and he showed us all what it means to live with vigor.

His warm smile will be missed, but never forgotten. **Always Inspired.**

“Tom Matano gave our students more than world class design expertise, he gave them his time, his wisdom, and his heart. At the Academy of Art University, he was not only revered as the creator of an automotive icon but cherished as a generous mentor who believed deeply in the potential of every young designer.”

— Dr. Elisa Stephens, President,
Academy of Art University

“Tom did not just teach us how to design. He taught us how to design and live with passion. His belief that design must move people emotionally continues to guide everything we do. His legacy of joy and inspiration will live on through all of us who called him a friend and a mentor.”

— Antonio Bailon Borja, Executive Director,
School of Industrial Design,
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Art by Academy of Art University Alumnus Max Benon

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THE

By Kate Constantin

MECHANIC

WHO

BECAME

CEO

Jim Farley reflects on Ford, family, and the constant thread of the Pebble Beach Concours through his life.



Ford CEO Jim Farley greets an entrant while serving as a Class Judge at the 2023 Pebble Beach Concours d'Elegance.

I recently met with Jim Farley, President and CEO of Ford Motor Company, to get the inside track on his life in cars, his vision for the future, and his relationship to the Pebble Beach Concours, where he has served as a mechanic, participant, and honorary and technical judge.

Jim's history is well documented. His grandfather, Emmet Tracy, was "Employee 389" at Ford (according to his company badge) when he joined in 1913, and he worked on the assembly line for the Model T—the world's first-ever production car. This was the historic equivalent to working on cutting-edge AI in the tech industry today.

Jim was born in Argentina, moved to Connecticut as a child, and spent hours at Luigi Chinetti's dealership in Greenwich, where he chatted with the Italian mechanics over espresso breaks. At 15 he bought a Mustang with a blown motor for \$500 and, with the help of friends and mentors, rebuilt the engine and drove the car across the country with just a crate of Coca-Cola as company—without his parents' knowledge or a driver's license.

After earning a degree at Georgetown University in Economics and Computer Science, Jim got his MBA in Finance and Business at UCLA while working with Phil Hill in Santa Monica, California. During this time, he attended his first Pebble Beach Concours as Phil's mechanic. He then took a job at Toyota (much to the consternation of his Ford-affiliated family). He finally arrived at Ford Motor Company in 2007 as the Group Vice President of Global Marketing Sales and Service, becoming President and CEO in 2020.

We pick up the story in the 1980s during his time with Phil Hill and his first impressions of the Pebble Beach Concours.

Kate Constantin: You first visited the Concours as part of the Hill & Vaughn restoration team. What was that experience like?

Jim Farley: I was a mechanic, and the Pebble Beach Concours was a club I could never join. I was on the Phil Hill restoration team, and we would work on a car for two or three years, take the car to the show, park it on the green at dawn (we were the originators of what has now become the "Dawn Patrol"), and then be told "you can leave now!" It was rare in those days for an owner to drive their car onto the field. I was camping in Pacific Grove with my girlfriend Lia—later my wife—and we were told to stay out of the gates until after the event was over, when we could go pick up the car. In those days, I never thought I would ever become a judge or participant. That was inconceivable in my little nylon tent in the campground. That said, we mechanics did a lot of the research for restoration, and in my naivete, I thought I knew enough to be a technical judge.

Tell me about your relationship with Phil Hill.

Phil was one of the most important people in my professional life. I got a job with him because he knew Briggs Cunningham, whom I met while I was studying at UCLA. Briggs gave me a formal letter of introduction addressed to Phil Hill, so I went to Mr. Hill with the letter and he was puzzled as to why I was there. I told him, "I need a job," and he said, "Great, I need a janitor!" I started as a janitor and helped the guys in the paint shop. But when Phil found out I could drive a big 12-cylinder Packard, he assigned me to pick up and drop off his clients' cars. Phil loved Packards. In 1977 he won Best of Show at the Pebble Beach Concours with a 1927 Packard 343 Murphy Convertible Sedan. Of course, he had a lot of history with Pebble Beach—he won the inaugural Pebble Beach Road Race in 1950 in a Jaguar XK120 and also won Best of Show in 1955 with his 1931 Pierce Arrow. Pebble Beach was huge for Phil.

Was he a good boss?

He wasn't an easy guy, and honestly, I didn't interact with him much. He was a control freak and wanted everything done exactly to his liking. He only really spoke to me when he was mad at me, which was often. One day I drove a customer's Gullwing to the shop without Phil's permission, and he was furious. "That's a very expensive car and you had no insurance," he yelled at me. "Why did you do it?" I told him the customer had asked me to, and he said, "I don't care what the customer asked you to do, you do what I tell you to do." There were lots of situations like that. He was a very exacting mechanic and had a great eye for something done right. But all in all, he was a great boss.

Farley talks with Ford employees at a monthly Employee Global Town Hall in early 2026.



“ PHIL WAS ONE OF THE MOST IMPORTANT PEOPLE IN MY PROFESSIONAL LIFE.



Above: Jim with his Ford Mustang.

Left: Jim with his grandfather, Emmet E. Tracy, who was “Employee 389” in the early days of Ford Motor Company.



JIM FARLEY



Jim Farley's 1955 Lancia Aurelia B20 GT Coupé placed third in the Postwar Touring class in 2019.

“ THIS ISN'T ABOUT HISTORY, IT'S ABOUT THE ROLE OF COMPANIES LIKE FORD AND HARLEY-DAVIDSON TO DO GOOD, NOT JUST FOR THE SHAREHOLDERS, BUT SOCIALLY.

When I finished at UCLA and wasn't sure what to do, it was Phil who gave me the best advice of my life. He said, “You have to work in cars. That's what you love!”

You went to Toyota initially because they offered you a better job than Ford at that time. You spent 17 years with Toyota and moved to Ford in 2007. What made you move at a time when Ford was just months away from bankruptcy?

When you start an automobile restoration, you see a car that is messed up but you recognize the potential in it and have the imagination to know what it can be. Mechanics are used to taking broken things and fixing them, and while most people look at the car at the starting point and say “you must be crazy,” therein lies the challenge. It's the same for companies.

Likewise, you joined the Board of Directors at Harley-Davidson in 2021 when the company was experiencing a multi-year sales decline with a shrinking customer base. You helped orchestrate a turnaround there, too. Both Ford and Harley-Davidson are true American icons. Was this a common thread for you?

Absolutely. I am an American, even though I was born abroad. I am red, white, and blue to the core. I am so proud of our automobile history and proud to be of the country that created Ford and Harley-Davidson—companies that changed our industry globally. I want to continue to realize the original intent of the founders at Ford and Harley-Davidson, and when I feel that intent is not being realized I want to rectify it.

I want the people in those organizations—the dealers, suppliers, employees, and owners—to be proud of yesterday and today. As much as I love the BYDs and Teslas of this world, those companies have not gone through wars or helped our country survive fascism. They did not go through economic downturns and provide jobs for people who had no future hope in our country.

Henry Ford transformed the South when in 1914 he introduced the groundbreaking \$5-a-day wage for factory workers at Ford Motor Company in Detroit, roughly double the typical industrial wage at the time. For many people in the rural South—especially poor white farmers and Black Americans facing economic hardship and racial



Above: A close-up of the Farley family in their Lancia on the Concours competition field.

Counterclockwise from Top Left: Under Farley's tenure, several Ford and Lincoln vehicles have debuted at Pebble Beach amidst concours week, including the 2023 Ford Mustang GTD, the 2024 Lincoln Navigator, and the 2025 Ford Bronco.

oppression—this represented a life-changing opportunity and facilitated the great migration north. Ford helped redesign the future for American workers.

I believe that philosophy should continue, and if Henry Ford were here today, he would ask that of us. This isn't about history, it's about the role of companies like Ford and Harley-Davidson to do good, not just for the shareholders, but socially.

Bill Ford, the great-grandson of Henry Ford, is the current Executive Chair at the Ford Motor Company. Is there any advantage to having a Ford family member at the helm?

Yes, the advantage is huge. Ford nearly went bankrupt during the 2006 to 2009 automotive crisis but avoided filing for bankruptcy or requiring a federal bailout, unlike GM and Chrysler, partly because the employees wouldn't



let it happen. They didn't want to disappoint the Ford family. By buying into that loyalty and focusing on our strengths, we shrink-wrapped the company around what we did best, which at the time was super-duty transit vans, trucks, and pick-ups. Having Bill on board to represent the family was key.

JIM FARLEY



“ I CAN MEASURE TIME AND LIFE’S GIFTS THROUGH THE PEBBLE BEACH CONCOURS.



Top: Farley’s Lancia drives onto the competition field at Dawn.

Above: Jim Farley, shown here in 2014, joined our Honorary Judges in 2011.

Above Right: Jim with wife Lia and son Jameson in their 1937 Lincoln Model K LeBaron Coupe at the 2025 Pebble Beach Concours.

Right: Farley, shown here with fellow judges John Clinard and Whitney Overocker, now often serves among our Class Judges, taking an active role in assessing cars.





Jim Farley's 1937 Lincoln traces the Pacific coast on the 2025 Pebble Beach Tour d'Elegance.

Can you talk about your policies for increased diversity and the inclusion of women at Ford?

I want the best people. It's that simple. My mom was amazing—she was tough, smart, and aggressive and would have made a great CEO at Ford. I believe that most of the people who want to make a big difference in the world come from challenging backgrounds. Some people just never get the chance to reach their potential. The more diverse and grounded the people, the better the team. I've seen this play out in reality. Take, for example, my Chief Operating Officer. He is an Indian immigrant whose father came here with a Ph.D. in engineering but took a position as a factory worker because that was the only opportunity he had to work in the United States. His son came to the US in high school and had to work exceptionally hard to adjust to the American culture. He is now my Chief Operating Officer. These people claw themselves up to optimize their potential. They are the people on my team, and I want to be around them. They are diverse as hell, and that's what makes Ford what it is.

You are one of the most influential people in one of the most influential companies in an industry that has huge influence on our daily lives. How does that responsibility sit with you?

I am a little more comfortable wearing those clothes today than I used to be. I think of my role as serving others, like my grandfather did.

A few years ago, I was in Brazil with Lewis Booth, the former Executive VP and CFO of Ford. We were sitting in a car outside one of our factories watching thousands of workers stream into the Ford plant in buses. It was a very low-income area of Brazil, and these people did not own cars. Lewis turned to me and said, "Do you know what our job is—what we are really here for? It is to give these people the chance to do what we do. To work their way up and have opportunity." That struck me to the heart.

My grandfather was no one, and I am from nowhere. At the end of the day, no one is going to remember Jim Farley. What they will remember is what I did for the company and all those people getting off the bus. That's my responsibility. It's not terrifying or scary, it's motivating. My job is to make really good decisions and motivate my team to execute well and pick the best talent to run the company so that it gets better every day and makes a difference in many people's lives. And one of those people, who comes from nothing, could well be the next President and CEO of Ford.



Left: Farley fist bumps an employee at Ford's Kansas City Assembly Plant in 2025.

Below: Farley visits with students at the Henry Ford Technical School in Pacheco, Argentina.

You have raised your three children to understand this responsibility and you have brought them to the Pebble Beach Concours every year since they were small. How do your teenagers feel about attending the Dawn Patrol?

They are used to it. They know it was people like me—a dirt-bag mechanic—who invented the Dawn Patrol. They have grown up around cars and are engaged. Last year, my 17-year-old son, Jameson, and I took our 1937 Lincoln K LeBaron Coupe on the Pebble Beach tour, and we had an issue with it. We were up until 2 am trying to fix it and prepare it for the show, which we did. We later won Best American Classic Closed Car.

You sound as though that predicament was a highlight of your Car Week!

In some ways it was! I like cars and bikes that offer a challenge, vehicles that if you get back home without breaking down, it's a miracle. I am surrounded by shiny efficiency every day, beautiful things that always work. So, I find absolute joy in going out with my family in the 100-year-old 4.5-liter Bentley that is comfortable and fun, and we cruise along at 80 mph—there is nothing to beat it. I love to drive with my kids and show them the beauty of this country; you see all the sights and smell all the smells, and you feel alive. This year I am taking the Bentley on tour with the lead singer of AC/DC, Brian Johnson. That's going to be fun!

Equally I love riding my 1939 Harley-Davidson Bobber even though I'm never sure I will get home. If it breaks down, I fix it. It's my therapy. Like I always say, you never see a Harley-Davidson parked outside a psychiatrist's office.



I've heard you described as decisive, fair, opinionated, authoritative, logical, and a good listener. How would you like to be remembered? What would you like on your tombstone?

“Good Husband. Good Dad.”

In 2021, you decided to stage a reenactment of the 1909 Ocean to Ocean race, in which Henry Ford drove a Model T from New York to Seattle in 23 days, putting Ford on the global automotive map. In the reenactment you chose to use a Mustang Mach-E and ended the tour at the Pebble Beach Concours, instead of in Seattle. What did this adventure mean to you?

There is an undeniable connection between Ford and the Pebble Beach Concours. The Model T is perceived as the opposite of everything that Pebble Beach stands for. So, we

decided to drive across country in the Mustang Mach-E as an ambassador for the humble Model T and to arrive at the Pebble Beach Concours as the final destination. I wanted to draw a connection between the humble beginnings of Ford and the destination of the Pebble Beach Concours.

We all sit there at the judges' breakfast and are ultimately thankful that we have this day when we get together to celebrate these beautiful cars. But in my case, I think about the mechanics, the people like I was in the 1980s who don't get a lot of credit, the people behind the car, who made it happen. So, we said let's replicate the race completed by the most humble of all cars and end the tour at the most prestigious of all destinations—the Pebble Beach Concours. I think it is a beautiful story.

Over the years you have taken five cars to the Pebble Beach Concours (a 1937 Lincoln LeBaron, 1928 Bentley, 1966 Shelby Cobra race car, 1964 Shelby Cobra 289 Competition Roadster, and 1955 Lancia Aurelia B20 GT Coupé.) What makes you choose the cars you take to the Concours?

I like cars that have had an impact on the industry. The highlight for me was the 1955 Lancia—the first production V6 in our industry and more expensive than the Ferraris of its day. Most F1 drivers, including Fangio, drove Lancia B20s back then. I bought the Lancia from a respected journalist who didn't have money to restore it, and I knew the car was important.

I restored the car and entered it in the Concours. It won a class award, and the journalist I bought it from, along with the original owner, were reunited at the Concours and drove the car on the tour with their wives. Then we all drove onto the field together! It was a life-highlight for the former owner, and the only photo I have on my desk is of me driving the Lancia over the ramp with everyone in the car. He passed away six months later, so it was extra special.

There is much turmoil in the automotive industry regarding EVs and hybrids amidst changing regulations and tariffs today. What is the focus of Ford and do you foresee current Ford cars on the field at the Pebble Beach Concours in the future?

Our laser focus is meeting customers' needs as they evolve. That's why we're delivering hybrids, electric vehicles, and extended-range electric vehicles that are even more exciting and maybe more fun to drive than many internal combustion vehicles. And we're committed to delivering truly affordable options, driven by our UEV (Universal Electric Vehicle) platform. We are not abandoning electric vehicles—we're democratizing them.



Jim sometimes works on car models when relaxing at home—and over the long Michigan winter he selects a restoration project to focus on, often working with friends.

So, “which Ford cars will make it to the Concours field of the future?” is an interesting question because most of our output is democratized affordable product and wouldn't be right for Pebble. Maybe the Ford Mustang GTD limited edition street-legal supercar (\$400,000). That car beat out Porsche at the Nürburgring and we race it most weekends around the globe. It is unapologetically American and based on a car that anyone can own. It represents the true spirit of America: red, white, and blue. Maybe that would be a candidate for the future.

We certainly won't see any of my Ford race cars at Pebble Beach, because I drive the crap out of my cars and they get all dirty and messed up.

How does Ford management feel about the President and CEO of the company racing “the crap” out of his cars?

Part of the terms and conditions I stipulated for this job was that I did not have to give up my racing. Bill [Bill Ford, Executive Chair at Ford] said he was OK with it, but added, “Don't be stupid and get hurt.” I told him I think I'm more motivated than he is on that front.

As well as your extracurricular racing I know you still love to get your hands dirty in an engine. Do you get a chance to fulfill that desire these days?

Yes, it's imperative for me. When I moved from Los Angeles to Michigan it was hard, because the winters are so long. But I have learned to love the winters in Michigan because I have four months when I can rebuild something. So, every year I pick a project: last year it was a Pantera and this year I am restoring a 1973 Bronco. Every weekend I get together with friends, and we work on it, and I don't even notice the winter anymore. I also love to build models of F1 cars as gifts for friends. All that gluing and creating keeps me connected and grounded.



Jim raced a Riley Scott MKIII C at the 2026 Historic Sportscar Races at Daytona.

You are related to Chris Farley, Kevin Farley and John Farley—all actors and comedians—and yet you are the CEO of Ford. Are you really a closet actor/comedian?

I am not funny at all. I grew up in a big Irish family and storytelling was the currency for attention. If you wanted to be heard in my family you better tell a damned good story. It was a tough life but people had heart. That lends itself to creating comedians and actors. But comedy is fueled by a darker side, and we have had to deal with that, too. I grew up in a very colorful family.

You have your own podcast, “Drive” in which you interview various celebrities and car enthusiasts and delve into their personal stories and their perspective on car culture. Why did you launch this and who is your favorite interviewee?

I love doing the “Drive” podcast. It is a platform where I can connect with people and discuss car culture away from my desk job. I have interviewed a lot of people, but one of my favorites was Tom Brady—fascinating guy!

A lot of people think he is this beautiful athlete with a perfect life, but he sees himself as a seriously flawed individual. He still hasn’t fulfilled his biggest ambition in life: to throw the perfect spiral ball. He sees excellence with such simplicity and while he comes across as seriously OCD, it’s not surprising considering his success.

Do you see yourself in that?

For sure!

And what is your favorite question for your guests?

I always conclude with the same question: What advice do you have for the CEO of Ford? I get some great answers. Some are funny, some are serious, but they are all interesting. And I listen.

I have heard you say that the Pebble Beach Concours has shaped your life. In what way?

Pebble Beach is one of the two or three most important things in my life. I can measure time and life’s gifts through the Pebble Beach Concours. Meeting and working with Phil Hill as a mechanic and the work I did for the Concours helped prepare me to be the CEO of Ford. I believe the Pebble Beach Concours has kept the purity of my connection with cars alive, despite all my other business responsibilities. When I became a technical judge, not an honorary judge, it was the highlight of my car life—a more important milestone for me personally than being CEO at Ford. Of course, I was nervous and excited to be CEO, but as a car person at heart, judging at Pebble Beach is the ultimate endorsement. I still have imposter syndrome, though, because I started in such a humble way at the Concours as a mechanic for Phil Hill. My experience of the Concours has totally flip-flopped over the decades.

The highlight of my year is to be at the table with my fellow judges talking about the cars, sharing knowledge, comparing notes, and making choices. I cherish my relationships with the judges, car owners, and mechanics. Mechanics specifically have taught me so much. And as a person who has dedicated his life to automobiles, I can’t think of my life without the Pebble Beach Concours. It’s a constant thread that runs through my whole existence and is super important to me as a person.

And I would like to add, if I may, I am so very proud to be part of such a charitable endeavor. The amount of support the Concours provides to the local community is invaluable.

And so, to use your own interviewing technique, I have to ask, what advice would you have for the Chairman of Pebble Beach Concours going forward?

I believe the Pebble Beach Concours is not about winning and competing. As a once-upon-a-time mechanic I feel that it’s amazing that we have an event where we all have something in common, we are all here for the same reason—the celebration of our industry and the idea that the motorcar can give us independence and a sense of self-expression. Not every industry has that. If you make shampoo, how would you create an event to celebrate that?

A love of cars is the great equalizer. The Pebble Beach Concours is a globally identified marquee event for our industry, created through hard work, that needs to be treated with the respect it deserves. We have to make sure we are good stewards, to keep it going and make it

Jim with his 1966 Cobra at the Rolex Monterey Motorsports Reunion.



“ A LOVE OF CARS IS THE GREAT EQUALIZER. THE PEBBLE BEACH CONCOURS IS A GLOBALLY IDENTIFIED MARQUEE EVENT FOR OUR INDUSTRY, CREATED THROUGH HARD WORK, THAT NEEDS TO BE TREATED WITH THE RESPECT IT DESERVES.

better every year. There may well be changes, and I will do everything in my power to continue to honor what the Pebble Beach Concours has become. I don't believe it needs to be more exclusive or more fancy, but we do need to keep it connected to its original intention: to celebrate the automobile and the people behind it in a special place at a special moment in time. I hope we can stay true to that intent.

And finally, if your grandfather, Emmet Tracy, were alive today, what advice do you think he would give you?

He'd say “Get off your butt and go back to work. All the factory employees are working hard while you are in your fancy office chatting. Get back to work—you've got a lot to do to keep these people in their jobs!”

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WOOD



BY MARK VAUGHN

Penny and Lee Anderson's wooden-bodied 1924 Hispano-Suiza H6C Nieuport-Astra Torpedo was named Best of Show in 2025.

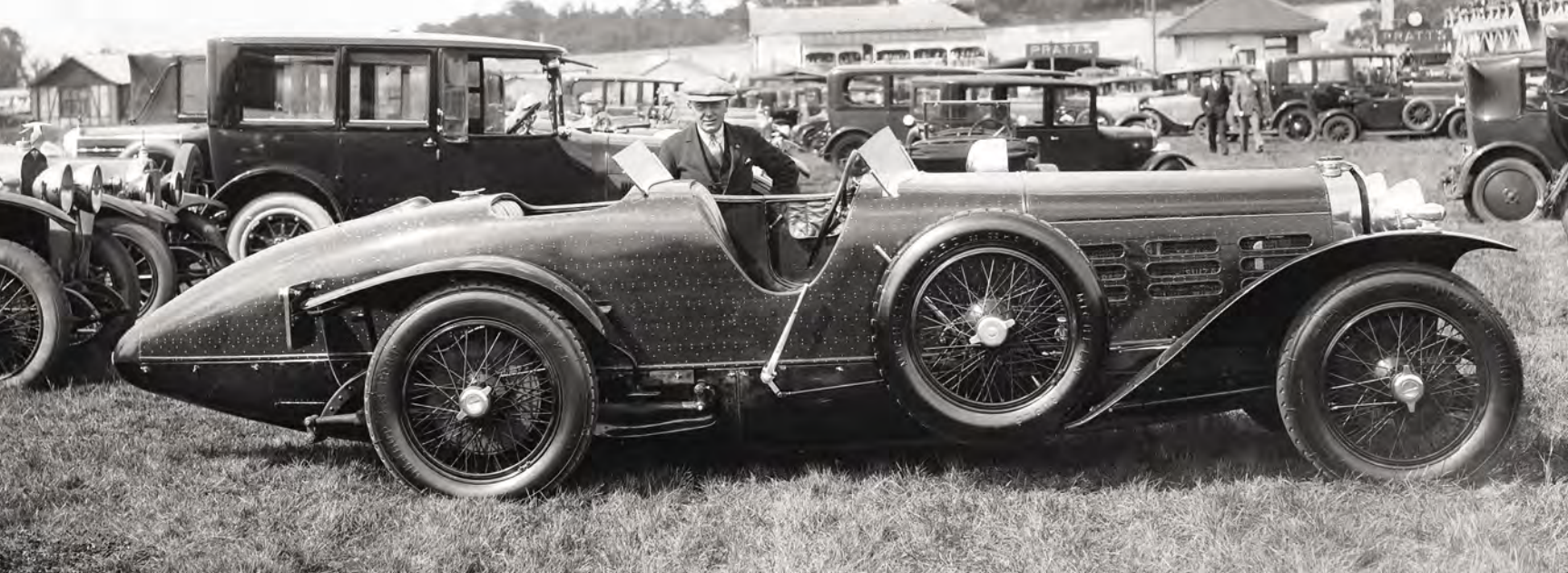
IS



GOOD!

2025 BEST OF SHOW

Delicately designed using 1/8-inch-thick strips of mahogany formed over an inner structure of 3/4-inch ribs secured by thousands of aluminum rivets, the famed “Tulipwood” is now one of the best-known examples of the Hispano-Suiza.



Lee Anderson was first interested not so much in cars as in boats. Wooden boats. He grew up in Minnesota, the Land of 10,000 Lakes (and over 800,000 boats), so it came naturally to him.

Now he has one of the world’s largest collections of beautiful old wooden speed boats—the kind you see on Lake Tahoe on the California/Nevada border, Lake George in Upstate New York, or the Les Cheneaux Archipelago on Lake Huron, anywhere objects of wooden beauty are truly appreciated.

“Growing up, my dad had two of them,” Anderson recalled of his childhood in Central Minnesota, an upbringing surrounded by water.

Now he has over 40 beautiful wooden powerboats, most in boathouses at his summer home in Nisswa, Minnesota, and all of them in running order.

“They’re all inboards,” he noted. “Most of them were built in the ’20s, and ’30s. They essentially stopped making wooden boats in the ’50s and went to fiberglass, but the ’20s and the ’30s, they were the golden, golden years for wooden boats.”

So it should come as no surprise that the car Lee and wife Penny drove over the ramp at the Pebble Beach Concours last August was made of wood—glorious mahogany—from its gleaming grille to that gorgeously tapered tail.

With all that shiny, varnished wood, the Andersons’ 1924 Hispano-Suiza H6C Nieuport-Astra Torpedo looks like it’s about a block-and-a-half long. It’s only the second wooden-bodied car ever to win Pebble, after Jules Heumann’s more upright but still-very-wooden 1922 Hispano-Suiza H6B Labourdette Skiff/Torpedo won in 1972.

And it was seemingly a consensus winner; 2025 was one of those years at the Concours where *everyone* picked the winner as soon as it rolled onto the lawn. Sure, in most years, people *claim* they picked the winner, but they do that late in the afternoon, long after the trophy has been handed over, when the crew is sweeping up all those car-shaped metallic confetti and streamers. This past year the winner was obvious to everyone, including the owner.

Anderson liked the torpedo as soon as he saw it several years ago.

“I thought it was really unique because it had the wood body. And being a wood guy, I said, ‘Boy, this is right up my alley,’ because I love wood cars, and there aren’t many around.”



The aero-inspired Torpedo's aluminum rivets gleam in the afternoon sunlight on Concours Sunday.



It had what they call in the business “provenance,” too. It was originally commissioned by André Dubonnet, of the well-known aperitif company of the same name. Dubonnet was a World War I flying ace, as well as an Olympic bobsledder and inventor. He asked for a race car, specifically for endurance racing, and as such it featured a revolutionary lightweight body made of mahogany strips riveted together by aircraft manufacturer Nieuport-Astra. It did well, too, finishing both the Targa Florio and Coppa Florio.

Such a car doesn’t come cheaply, even if you have the means. Before the Andersons got it, the Tulipwood was owned by a Korean family and languished in the basement of The Blackhawk Collection in Danville, California. For years, the asking price was \$30 million, a sum that made even major collectors spit out their martinis.

Ultimately the car sold for \$9,245,000 at RM Sotheby’s Monterey auction in 2022, with Anderson the buyer.

But even its buyer is quick to give the majority of the credit for picking the car to RM’s Rob Myers.

“He’s just a wonderful guy, and he really has the knowledge to determine whether a car has the potential to win Best of Show,” Anderson said.

Indeed, Rob Myers has the concours game dialed in. Over the years, his car recommendations for clients have resulted in nine Best of Show wins at Pebble, and countless wins at other shows all over the world. For comparison, the highest number of Pebble wins by any individual entrant is The Nethercutt Collection, with six. The numbers fall off from there. As such, Myers is something of a benevolent, behind-the-scenes puppetmaster of car choices.

Myers knew right away, years before anyone else, back when it had the gaudy set of “boat-style” fenders someone attached in the 1950s, that the so-called “Tulipwood Hispano” (a misnomer given to the car decades back) was a possible Pebble winner.

“I think it’s one of the all-time great cars,” Myers said. “When you look at it, it’s stunning. And super rare, an amazing piece of mechanical artwork: the wood, the metal, just everything about it.”

“

I think it's one of the all-time great cars. When you look at it, it's stunning. And super rare, an amazing piece of mechanical artwork: the wood, the metal, just everything about it.”

— ROB MYERS, RM SOTHEBY'S



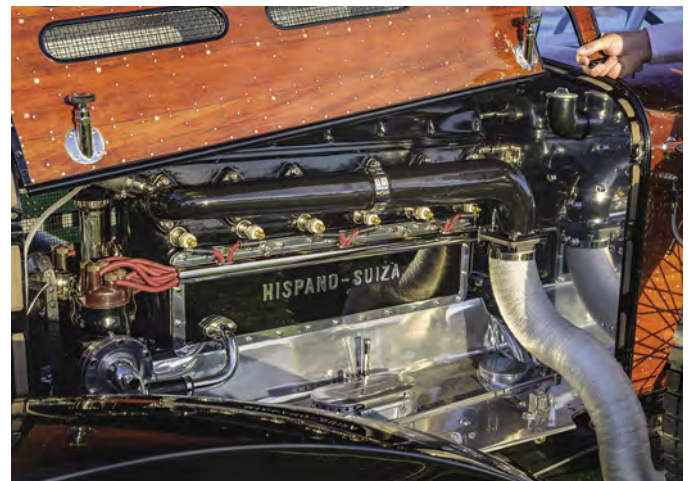
Opposite page: Celebratory car-shaped confetti flies as the Torpedo crosses the ramp after being named the 2025 Pebble Beach Concours Best of Show winner!

Above: The Hispano-Suiza sits at the waters edge for final photos before the sun sets over Stillwater Cove.

Left: The dusty Torpedo just after André Dubonnet raced it to a 6th place finish at the Targa Florio in 1924.

Below Left: The alluring crocodile interior paired with the impressive dash flaunt the Torpedo's interior excellence.

Below Right: A peek of the 8-liter straight-six that powers the lightweight Hispano-Suiza mahogany body.





Lee & Penny Anderson enjoy a glorious moment with Chairman Sandra Button as winners of the 2025 Pebble Beach Concours Best of Show trophy.

Wood has long been used to make cars, from the famous Ford Woodie Wagons and Chrysler Town & Countries of the pre- and postwar periods to the ash frames found on Morgan sports cars to this day. It was cheaper than steel or aluminum at some points, and if used properly, it was lighter and allowed for unique styling.

The mahogany on the Andersons' Hispano-Suiza is 1/8th-inch thick, laid over handmade plywood formed out of thin sheets of wood bonded by casein, a glue-like substance made from cow's milk. It's the same stuff used to make violins.

"It's strong and waterproof," said RM Auto Restoration's Jamie Bourdeau, who has been at RM Auto Restorations over 40 years and is the woodman on the RM restoration crew.

Anderson noted that the resulting body of his Hispano "weighs just 160 pounds."

Most of the wood was in fine shape, even after 101 years. But some of the strips had to be remade. You can't just go down to O'Reilly Auto Parts and order up a few strips of mahogany for a 1924 Hispano-Suiza Tulipwood.

"What's really funny is, we're a Canadian company, close to the lakes up in northern Ontario," Myers said. "And there used to be some of the most important boat manufacturers in the world based out of Muskoka in Northern Ontario. And fortunately, probably somewhere between 60 and 70 percent of the wood they needed was original [to the area]."

"But where we really lucked out is about an hour and a half from our restoration facility in Chatham, Ontario, there was a fellow that collected rare species of woods his entire life. And he was involved in supplying woods for specialty manufacturers of these boats up in the Muskoka area.

"And we went out looking for this specific wood and found it within an hour and a half of our facility."

That guy had the exact mahogany RM was looking for. Then it was just a matter of shaping it to fit.

"You can't steam mahogany," Bourdeau said, referring to a method where other kinds of wood are softened by steam then bent into shape. "You have to cut it."

He cut the new strips from blocks of mahogany using a two-handed scythe, then mimicked pulling a blade backward in a trimming motion.

Then Bourdeau had to apply the strips to the body. Unlike the plywood substrate, the wooden strips on the surface of the car's body are held in place by aluminum rivets. Bourdeau said there are 10,000 such rivets on the car.

Inside, the interior is lined with alligator, just as the original car was.

Under the long wooden hood the car is powered by an 8.0-liter overhead-cam inline six, with all six cylinders fed by a single carburetor and fired by twin distributors. When you look at the engine, you're seeing polished aluminum and nickel plating.

"It has a lot of torque," said RM engine man Charlie Kominek.

Put it all together and you're driving over the ramp at Pebble Beach with streamers whooshing into the air behind you as they hand you the Best of Show trophy and a Rolex.



The RM Restorations team celebrates beside the “Tulipwood Torpedo” after more than 12,000 hours of restoration over two years.

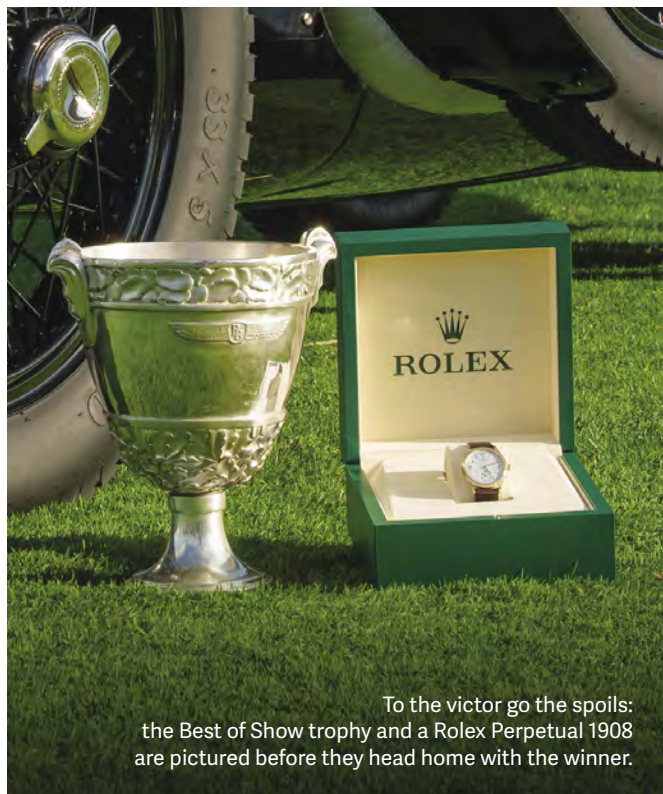
“This Hispano-Suiza ticks every possible box,” said Concours Chairman Sandra Button at the time. “The underpinnings are technically advanced. The body is meticulously hand-crafted, light, and lovely.”

Anderson won Best of Show previously with a Figoni-bodied Duesenberg, and he already has another car in his collection, a Cadillac V16, lined up for a future Pebble Beach Concours.

“I don’t know what I’m going to do with it, but I do think it has the potential to win. I’ve got some nice cars, like a lot of people, and when you walk into my museum, invariably—invariably—people take a quick look around, and they’ll say, ‘What is that one?’ And they’re pointing to that Cadillac.”

So maybe Pebble Beach in 2027 or 2028?

For now, just enjoy the Tulipwood, and get ready to attend the 75th Pebble Beach Concours on August 16, 2026.



To the victor go the spoils: the Best of Show trophy and a Rolex Perpetual 1908 are pictured before they head home with the winner.

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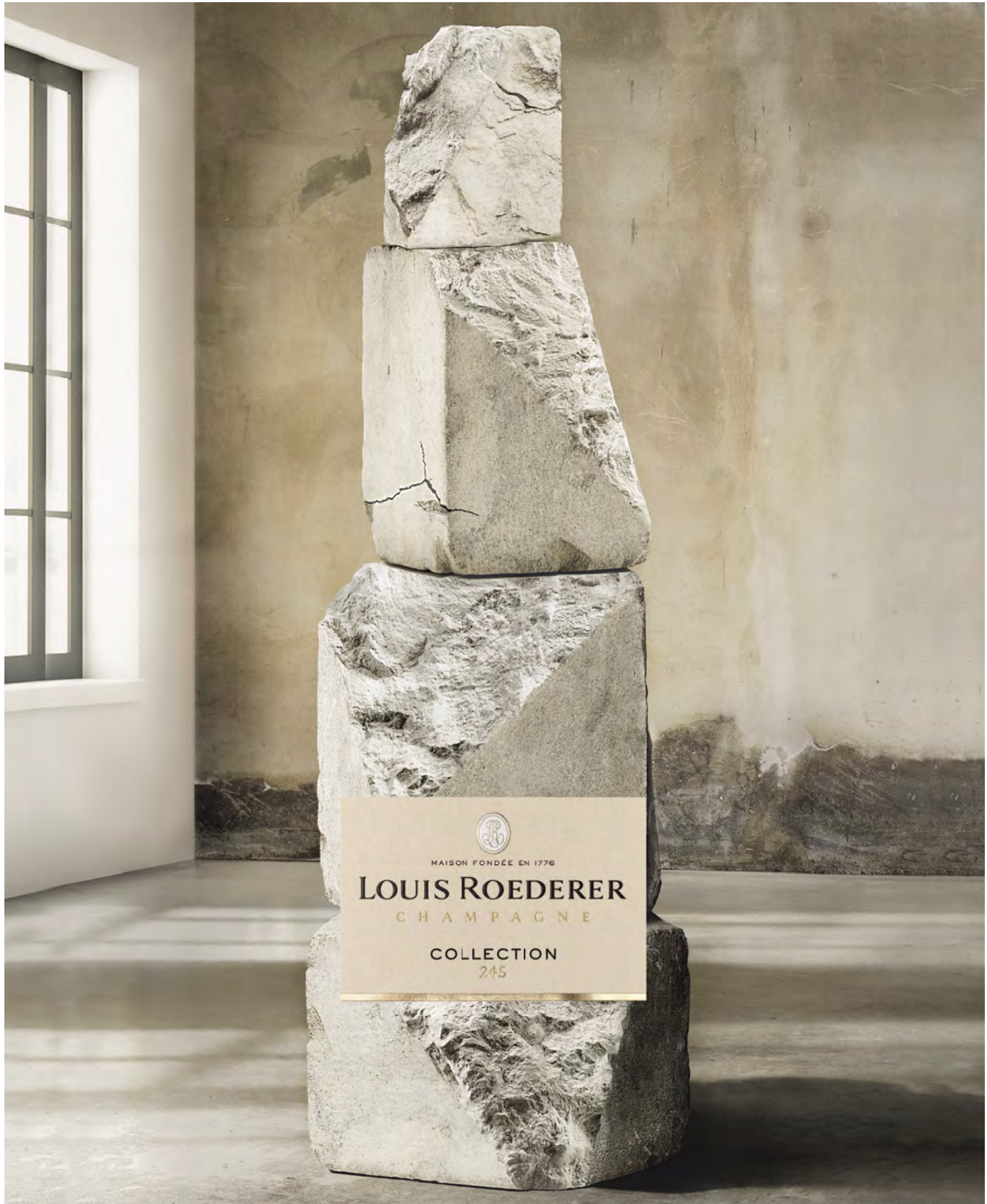
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By Sandra Button

A DESERT DEBUT:

The Inaugural Royal Bahrain Concours

A New Star in the Concours Constellation



Beauties from the Royal Bahrain Concours line up at the Bahrain National Theater.

The Kingdom of Bahrain is probably best known in the car world for the Bahrain International Circuit (BIC), the Formula 1 track where Michael Schumacher won the inaugural Grand Prix in 2004, and where Lewis Hamilton and Nico Rosenberg staged their unforgettable “Duel of the Desert” a decade later—which Hamilton won. But in November 2025, my husband, Martin, and I discovered a new side of this motorsport-loving nation when we were invited to attend the inaugural Royal Bahrain Concours.

The invitation was irresistible: a chance to explore a country rich in history and hospitality, reconnect with longtime friends from the collector-car community, and reunite with His Royal Highness Prince Salman bin Hamad Al Khalifa. Many attending the 2025 Pebble Beach Concours d’Elegance

will remember seeing HRH Prince Salman’s magnificent 1933 Invicta 4.5-liter S-Type, nicknamed “Saracen,” on the field in August 2025, along with his 2008 McLaren MP4/23A—the very car Lewis Hamilton drove to his first Formula 1 World Championship. These are just two jewels in the expansive and eclectic royal collection, a compelling reminder that HRH Prince Salman is not only the Crown Prince and Prime Minister of Bahrain, but also a deeply committed car enthusiast.

Although Bahrain is geographically small—just 30 by 10 miles—it holds outsized economic and cultural significance in the Gulf. The island, which is home to 1.5 million people and connected to Saudi Arabia via a 16-mile causeway, has become known for its energy production, finance, and tourism, and is cultivating a growing appetite for world-class events. The Royal Bahrain Concours is part of that national vision and the brainchild of HRH Prince Salman himself. Not only does the event raise global awareness of Bahrain as an international player in the car world, but it benefits the Crown Prince’s International Scholarship Program, providing fully funded university scholarships to talented students of both public and private secondary



schools. I was invited as International Ambassador, with just one directive: attend, observe, and enjoy! I felt thoroughly spoiled before we even left the airport.

On our arrival at the Bahrain International Airport near Manama, Martin and I were met by a special envoy and ushered through the Royal Terminal, where we drank tea while our passports, visas, and entry requirements were processed. Then we were whisked off by our dedicated driver, Ibrahim, who was with us the entire duration of our stay. We checked into the Four Seasons Hotel, where all the concours guests and staff were hosted to ensure that owners and participants had assistance 24/7—evidently no expense was spared.

Before the main event, international guests enjoyed a curated program: a boat excursion and a guided tour of the UNESCO-listed “Pearling Path,” which traces the history of Bahrain’s pearling industry from the 2nd century. There was also a thrilling opportunity for owners to drive their cars at the Bahrain International Circuit (BIC)—some even took a lap with “The Stig”: stunt driver Ben Collins of *Top Gear* fame. Business commitments sadly kept us

Opposite Page: An aerial view of the Concours show field at the Royal Golf Club.

Below: Martin and I were invited to view some of the royal collection.



Owners and guests traverse the Pearling Path UNESCO site, which encompasses pearl beds, pearl divers' homes, and shops that offered tools of the trade.



ROYAL BAHRAIN CONCOURS
ROYAL GOLF CLUB
5-8 NOVEMBER 2025



The concours included a class of hypercars.



A colorful and eclectic array of cars from the concours.

Right: The iconic 1973 Lamborghini Countach 5000S, seen—as this car is so often seen—from behind!



from participating, but we were more than compensated by an intimate lunch with HRH Prince Salman in his private kitchen, followed by a private tour of the royal collection.

THE INAUGURAL CONCOURS:
A Desert Oasis of Automotive Excellence

Friday, the first day of the inaugural Royal Bahrain Concours, dawned sunny and warm—typical weather 355 days of the year. We were driven to the Royal Golf Club, an oasis on the skirts of the desert with exquisitely maintained greens, manicured palm trees, raked sand bunkers, and landscaped pools. The temperature was a balmy 75 to 80 degrees, with a light breeze . . . perfect for a day of car-browsing.

The event was organized by James Brooks-Ward of Thorough Events, the team behind the London Concours and the Concours of Elegance at Hampton Court and in Germany. But the Royal Bahrain Concours was different. As an inaugural event, our expectations were modest, but the standard of cars, the number of participants

(over 70 cars in all) and the quality and breadth of the representation was exceptional. As we descended onto the field, the inevitable chaos of pre-show organization—erecting tents, placing cars, pacifying owners and partners—had dissolved into a serene and finely tuned tranquility. The ambience was relaxed but electric with anticipation.

Opening the field were the pre-1940 classics, joined by mid-century sports and racing legends, European and American classics, and an astonishing array of more than 30 hypercars, supercars, and contemporary open two-seaters.



A 1963 Mercedes-Benz 300SL Roadster, belonging to Simon Kidston, was shipped in from Italy.



Top Right: The concours drew participants from near and far.

Right: HRH Prince Salman Bin Hamad Al Khalifa and James Brooks-Ward, Chairman of Thorough Events, admiring the 1958 Chevrolet Corvette C1 owned by Amer Al Khan.

Many had crossed oceans to be present, with owners hailing from Britain, Europe, the US and India. However, most owners were from the Gulf states themselves—Qatar, the UAE, Saudi Arabia, Kuwait, and of course Bahrain. This underscored the fact that the Middle East is home to one of the world’s most enthusiastic and knowledgeable collector-car communities.

Highlights from the Field

In the first grouping—Pre-1940 Cars—“Saracen” held pride of place, flanked by a remarkable 1913 Clement Bayard T from Bahrain and a 1930 Cord L-29 from India. In the Sports and Race Classics, familiar faces from the US—Malcolm and Christina Welford with their 1963 Shelby Cobra, and Michael and Barbara Malone with their vibrant yellow 1959 Ferrari 250 TR—brought wonderful nostalgia from previous tours and concours.

Among American Classics, we found Fritz Burkard—owner of our 2024 Pebble Beach Concours Best of Show



winner, the unrestored 1934 Bugatti Type 59 Sports, which was our first ever overall winner from the Preservation Class. For Bahrain, Fritz presented a dramatic one-off: the 1955 Lincoln Indianapolis, a bright orange concept car he brought in from Switzerland especially for the event. This 5.5-liter V8 behemoth was built by Gian Boano, a 20-year-old Italian designer, in an attempt to attract Ford’s attention for a possible Italian/American collaboration. While Boano’s dream never came to fruition, the car did make it to the Pebble Beach Concours in 2001 and 2013,

Opposite, Clockwise from Top Left: The inimitable 1963 Shelby Cobra owned by Malcolm and Christina Welford garners the AirX Award; a closeup of the 1958 Porsche 356 Zagato Speedster owned by Arch. Saad Mohammad Awad Binladen; the 1972 Lamborghini Miura SV “Shah of Iran” of Dr. Khalid M. Abdulrahim is named Best of Show; and the 1988 Aston Martin Vantage Volante “Prince of Wales” owned by Dr. Jorg Wolle of Switzerland wins among British Classics.



HRH Prince Salman Bin Hamad Al Khalifa and James Brooks-Ward walk the field ahead of the 2008 Ferrari Zagato Nibbio owned by HRH Prince Faisal A. Al Faisal of Saudi Arabia that won the Crown Prince award.

taking the Lincoln Trophy special award. Why didn't Boano's dream car make it to production? "It drives like a boat!" Fritz told me after a hair-raising run on the BIC track the day before. "It is a concept car and not really built for driving. Taking it onto the race track was far out of its comfort zone—and mine!" (Despite the Lincoln's somewhat unwieldy handling, Fritz managed to maneuver it onto the ramp to receive the Best of Class award the following day!)

Naturally Martin was eager to view the British Classics. The always iconic 1964 Aston Martin DB5 Touring Superleggera—resplendent in silver lightweight alloy by Carrozzeria Touring—is capable of 145 mph and is easily recognizable to the general public as the “James Bond”

car—only without the ejector seat, revolving license plates, and machine guns. Despite its Hollywood ties, this car did not win Best of Class, which went to Jörg Wolle's 1988 Aston Martin Vantage Volante “Prince of Wales,” built at the special behest of the then-Prince of Wales, now King Charles III of Britain.

The European Classics presented a tour of old friendships, including Simon and Rosie Kidston with their elegant 1963 Mercedes-Benz 300SL Roadster, a cousin to our own 1957 300SL in “Elfenbein,” or Elephant Ivory. Nearby stood the 1965 Ferrari 275 GTB 6C Shortnose, a beautiful fully restored car built for racing, with podiums and class wins in Italy in the mid-60s. This car is owned by Bill and Kathy Heinecke, longtime friends of the Pebble Beach



Concours and patrons of car events worldwide. These are the moments when we are reminded just how deep and wide is the devotion within the collector car community.

One of the most impressive entries in the European class was the royal blue 1972 Lamborghini Miura SV once owned by the Shah of Iran. Built to the Shah’s personal specifications and bodied by Bertone, this Miura vanished for 12 years after his deposition before resurfacing in Italy. The Miura was fully restored and in 2009 sold to Dr. Khalid M. Abdulrahim of Bahrain. The car’s provenance, restoration, and sheer beauty made it an undeniable contender for Best of Class, and possibly Best of Show.

With half the field still to explore, we retired to the owners’ marquee strategically placed at one end of the field

overlooking the general splendor. There we were greeted with a plethora of exquisite culinary choices, everything from western fare to local delicacies. It was at lunch that we were introduced to the newly appointed commander of the US Fleet in Bahrain, Vice Admiral Curt Renshaw, and to the King of Malaysia, Ibrahim Iskandar, Sultan of Johor. Quite the esteemed gathering!

The New Generation

Back on the field the super- and hypercars and contemporary open two-seaters drew an enthusiastic and noticeably youthful crowd. With the generational shift and natural attrition as demonstrated by the actuarial tables,



The 1955 Lincoln Indianapolis that won the American class “drives like a boat” per owner Fritz Burkard.

it is always a delight to see young men and women, often with their families in tow, participating in car events. I do believe that an enthusiast who comes to an event specifically for the new and concept cars often finds their interest piqued by entries in other categories, maybe a Mercer Type 35 Raceabout from the early 1900s, or the 1913 Clement in the Pre-1940 category. Thus, the passion is extended and reignited across the generations.

The Royal Bahrain Concours had done a magnificent job of attracting examples of contemporary engineering, with such icons as the 2009 Mercedes-Benz SLR McLaren Stirling Moss (named for my dear friend, the late great Grand Prix and Mille Miglia champion), the 2020 Ferrari Monza SP2, and the 2021 Aston Martin Speedster. In the Modern Classics there were Paganis, Porsches, Ferraris, and Bugattis. Supercars and hypercars, including a 1991 Lamborghini Diablo, a 1993 Jaguar XJ 220, two Koenigseggs, and the 2025 Gordon Murray T50 rounded out the field. Interestingly, and without exception, all the cars in these new generation categories are owned by

collectors in the Gulf States, displaying the penchant in the Middle East for the latest technology and state-of-the-art design. And while you might imagine the desert climate with its blistering heat, scorching sun, and invasive dust would be intrinsically harmful, not only to the classics but to hypercars as well, all of the automobiles on show at the Royal Golf Club were in absolute pristine condition.

As the sun set over the desert and the field descended into cooling twilight, we took our leave. The voting forms were in; the Royal Bahrain Concours operates on a peer voting system, unlike the Pebble Beach Concours, where we employ judges and experts to rate the cars. I was excited to see the results the following day.

Awards, Racing, and the Perfect Finale

The second day of Concours—also predictably warm and sunny—was especially well attended. Following the usual awards for third, second, and first in class, HRH Prince Salman presented the Crown Prince of Bahrain Award to

Right: The 2025 Koenigsegg Jesko Attack owned by Mohammad Khalid Abdulrahim had many admirers.

Below: We met with Jenson Button (no relation!) at the Bahrain F1 race track.

Below Right: The fabulous 1933 Invicta S-Type, owned by HRH Prince Salman Bin Hamad Al Khalifa, placed first in its class at Pebble Beach in 2025, just prior to its appearance at the Bahrain Concours.



Prince Faisal A. Al Faisal of Saudi Arabia for his 2008 Ferrari Zagato Nibbio. Best of Show went deservedly to the Lamborghini Miura SV, “Shah of Iran.”

Following the awards, Martin and I slipped away to the BIC to catch some of the World Endurance Championship “8 Hours of Bahrain” race, which would decide the championship tournament. In the pits with Dave Clark, co-founder and director of Jota Sports and its affiliated racing team Cadillac Hertz Team JOTA, we met driver Jenson Button (no relation!) and watched hypercars thunder in for fuel and tire changes at astonishing speed—205 mph to be exact! After the calm elegance of the Royal Bahrain Concours the track offered a dynamic alternative, an arena where hyper cars were truly unleashed. The contrast was exhilarating.

It was the perfect close to a perfect weekend—one that exceeded all expectations. The warmth and royal *karam* (generosity) we experienced in Bahrain left a lasting



impression. Whether old or new, preserved or restored, built for the road or the track, cars have a remarkable ability to blur the lines of our cultural differences and connect us across continents.

We look forward to returning to Bahrain in the future . . .

Inshallah. 



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4 FOR THE ROAD

Julius Kruta pulls onto the competition field in one of the four Bugatti Type 59 Grand Prix cars that he brought together for the 2019 Pebble Beach Concours.

CARS IN THE LIVES OF FOUR PEBBLE BEACH INSIDERS

JULIUS KRUTA

Julius Kruta first attended the Pebble Beach Concours in the year 2000. Three years later, at the age of 30, he became a Class Judge, and he has served regularly in this position—sometimes acting as Chief Class Judge—since that time. He is also member of the Concours Car Selection Committee. Bugatti is his lifelong passion.

Why Cars? Even in today's world, the automobile is still a symbol of freedom; you can escape and go when and wherever you want, on your own. But to me, the historic aspects are probably even more important; researching the incredible stories that surround automotive brands, designers, racing cars, and even road cars is a wide field—and there are always new discoveries. Also, you can enjoy the automobile with all of your senses. Cars not only tell stories; they can smell intoxicating, sound magnificent, and look beautiful. You can enjoy driving them on a tour with friends or family. New landscapes and unexpected discoveries are always just around the corner. And restoring a car for a concours can be an incredible joy—from the starting point to the early morning when it

rolls onto the show field. Joy, tension, excitement, relief, and many other feelings come together. With a restoration you preserve industrial culture and let other people enjoy automotive history.

If you could go back in time, what historic automotive event and/or person would you want to see and why? I am a hopeless romantic. Many races and events come to mind to which I would gladly travel back in time if such a thing as a time machine existed.

Aside from perhaps a Paris Salon in the 1930s, where many of the magnificent automobiles we admire today on the lawn at Pebble Beach would once have been displayed, I believe that a Le Mans race in the 1930s would be among the most thrilling experiences imaginable. First, you would see the cars up close in the simple wooden pits that served as the garages at the time. Second, there was the extraordinary romantic atmosphere at night: warm yellow light just barely illuminating the circuit, headlights that were not blindingly bright, and cars that did not thunder down the Mulsanne Straight at 350 or 400 kilometers per hour, but at speeds that the eye could still comprehend—yet the stakes were just as high.

Cars in the Lives of Four Pebble Beach Insiders



Maja, Bettina, Jasper and Julius Kruta enjoy the Concours as a family.



Elad and Ronit Shraga weave through the forest in their 1949 OSCA MT4 Siluro while on the 2018 Pebble Beach Tour. It went on to win its class.

But if I could choose just one moment in history, I would probably give anything to stand in the Bugatti pits at Le Mans in 1937. Obviously, Jean and Ettore would have to be there.

What Pebble Beach Concours moment comes first and foremost to mind? For me, obviously, I think first of the years in which Bugatti played an important role—plus my first year at Pebble Beach, in 2000, when past Best of Show show winners were featured, as they were in 2021. The year 2003 was very special to me, as 13 of the extremely rare Bugatti Type 57S cars were all displayed on the waterfront, including two Bugatti Type 57S Atlantics—Peter Williamson’s car, which went on to win Best of Show, and Ralph Lauren’s prior Best of Show winner. More recently, in 2019, we managed to bring all the four of the 1933/34 works racing Bugatti Type 59s to Pebble Beach. These cars had not been together since the Grand Prix in Dieppe in 1935. This was a personal achievement for me, which took many months (years even), working with Sandra Button to persuade owners to bring their cars to Pebble.

If you could walk our Concours competition field with one person, who would that be and why? I would love to walk the show field with Ettore or Jean Bugatti. I would love to know how they feel about the fact that their cars, which were built for racing, are nowadays cherished pieces of industrial art. Could they ever have imagined that their cars would be collected and preserved?

ELAD SHRAGA

Elad Shraga was born in Israel and has been fascinated with all things mechanical since he was a child. While his career is in finance, his passion is cars. He began collecting at the age of 17, starting with motorcycles and then cars, and his true love is light postwar Italian race cars. Elad shows and races his cars at major events across the globe, often accompanied by his family.

Why cars? My fascination with automobiles began early, sparked by the beauty of design in motion and the quiet brilliance of mechanical engineering. What began as a youthful intrigue with the adventure cars could provide gradually evolved into a deeper passion: the adventure of collecting itself.

Over time, collecting has grown into an ever-present part of my life and our family’s way of life. The search, the research, and the participation in automotive events around the world have shaped this journey.

Perhaps the most unexpected reward, however, has been the people. Along the way, a worldwide community of collectors has emerged—individuals I’ve had the great privilege to meet, learn from, and share the journey with. To complement that, over the years, we have sought ways to contribute to the community and view that as a substantial ongoing commitment.

If you could go back in time, what historic automotive event or person would you want to see and why? As an enthusiast of 1950s California sports car racing—and the Pebble Beach Road Races in particular—one event stands out as singularly important: the 1956 Pebble Beach race weekend. Although the event ended in tragedy with the death of Ernie McAfee and ultimately marked the end of racing through the Del Monte Forest, it represents the zenith of amateur racing in California—an era when drivers were weekend heroes and cars were driven to the racecourse.

The world's best and most advanced sports racers gathered for the 1956 race, which attracted tens of thousands of spectators. In less than six years, the event evolved from a local gathering organized by a small group of sports car enthusiasts into a motorsport weekend of national significance. One can only imagine the sights, sounds and smells of the world's fastest race cars filling the Pebble Beach forest.

What Pebble Beach Concours moment do you remember most? My first Pebble Beach Concours as an entrant came in 2018. The days leading up to Sunday were a whirlwind of events, preparation, and anticipation, all unfolding at what often felt like an impossible pace.

After a sleepless Saturday night—more excitement than jet lag—the moment finally arrived to bring the car onto the lawn. The day passed in a blur of conversations with fellow enthusiasts, friends, and spectators, each sharing the moment.

When the announcement came that we had been awarded First in Class, it was both surprising and deeply gratifying. It remains an unforgettable week and a pinnacle of our collecting journey.

If you could walk the Pebble Beach Concours show field with just one person, who would you choose, and what concours car(s) would you most hope to see? That is an easy choice: I would have Phil Hill guide me through the 1985 Gathering of the Six Bugatti Royals.

Not only was Hill America's first Formula One champion, a California native, and a driver synonymous with the Pebble Beach races, he was also a lifelong car enthusiast, a noted restorer, and a truly humble gentleman. He is a natural choice.

The 1985 Gathering of the Six Bugatti Royals is widely considered a defining moment in Pebble Beach Concours d'Elegance history, firmly establishing the event as the



The Shragas relax alongside their OSCA in the Winner's Circle.

world's premier classic car celebration. I am not typically a great admirer of grand, “elegant” prewar automobiles—preferring sports racing cars of all eras—however, the sheer stature and significance of the occasion hold a special place for me.

MIKE KUNZ

Mike Kunz has been with Mercedes-Benz since 1985 and head of the Mercedes-Benz Classic Center since 2003, when he founded the organization. He has been a close partner to the Pebble Beach Concours for decades and considers himself “a lucky guy who has the privilege of playing with cars and calling it a career.”

Why cars? I think it is all down to my dad, if I am honest. My parents were immigrants from Germany who settled in New Jersey: Mom always had Oldsmobiles and Cadillacs—but Dad preferred European cars. Most notably he owned two Fiat 1100s, one after the other. You would think he would have learned his lesson with the first! When I was five years old, he would take me out in the Fiat, and drive around the neighborhood in the dark, with me on his lap learning how to shift on the column. Of course I couldn't reach the clutch at that point, but those nights triggered something for me. Then he bought an Opel GT! It might as well have been a Ferrari as far as I was concerned. I took that car to college and loved it, but I didn't have the money to fix it properly; I used to bridge two terminals to start it because the starter was fried. Anyway, rust killed the car

Cars in the Lives of Four Pebble Beach Insiders



Mike Kunz enjoys the 2023 Pebble Beach Tour from the back seat of the 1927 Mercedes-Benz 680 S Sport Four Seater of Mercedes-Benz AG.



Mike Kunz presents the 2023 Mercedes-Benz Star of Excellence Award to Jim Patterson's 1937 540K Special Roadster, which went on to win Best of Show.



But as Don used to say, 'It's not about collecting cars or trophies; it's all about collecting people.' - JANET WILLIAMS

eventually, but that experience left such an indelible mark on my psyche that I bought an Opel GT on Bring a Trailer just three months ago, 40 years after I had my dad's car! I paid far too much for it—totally irrational, but it means the world to me. So why cars? Because I had a shared interest with my dad, and that set me off on my life's course.

If you could go back in time, what historic automotive event or person would you want to see and why? I would love to sit down and chat with Bertha Benz (1849–1944), wife and business partner of the engineer Karl Benz. He was the engineer and built the car, but she used her dowry to fund the development of the Benz Patent-Motorwagen, and then she set off in 1888 on a long-distance trip to prove the design's viability. It was truly remarkable. I would want to ask her if she knew that she was about to change the world. Did she know the impact she would have on society? How much faith did she have in that vision—if it was a vision at all? Or was it just a whim? I think she was a fascinating woman.

What Pebble Beach Concours moment do you remember most? I have been so blessed to have attended so many Pebble Beach Concours, but I think my most memorable event was 2005 when we celebrated

the 50th anniversary of the Mille Miglia. Stirling Moss was there along with the 1955 Mercedes-Benz 300 SLR known as the “722” for its 7:22 am start time in the race. Stirling won the race in a record 10 hours 7 minutes and 48 seconds. To see him drive that car at the Concours was truly amazing. I was asked to be the chaperone and chauffeur for Stirling and his lovely wife Susie for the weekend. What a privilege!

If you could walk the Pebble Beach Concours show field with just one person, who would you choose, and what concours car(s) would you most hope to see? My dad. He could never have envisioned what we did with the Classic Center and how far our shared love of cars would take me. I would choose to walk a field with him in the early 2000s, when the Concours was smaller; I think the crowds of today would intimidate him. We would walk side by side and peruse the classes that featured cars from the 1950s, the economic wonder years, maybe pausing at the European cars particularly—they held a special place in his heart, and mine. And we would share a laugh at the fact that there is no Fiat 1100 or Opel GT on the field!

JANET WILLIAMS

Janet Williams is the self-described “woman who fell in love with the man who loved cars.” She was the wife of Don Williams for 23 years, and his partner and confidante for more than 31 years. Today, she occasionally pops in to help her son Brian as he continues Don's legacy and life's work through Blackhawk Rolling Art and the Don Williams Auto

Gallery at the Blackhawk Museum. At other times, she is out on the golf course, at her grandson's ball games, or enjoying hugs and giggles with her three granddaughters.

Why cars? Because Don was all about cars. The day I walked into Blackhawk Museum and saw Don standing there with a great tan, blond hair, twinkling blue eyes, and that fantastic smile, I was smitten. Days later he confessed, “You had me at hello.” And then I saw the cars—pieces of rolling art. One that soon caught my eye was Clark Gable’s Duesenberg Convertible—the car he drove around Hollywood with Carole Lombard until her passing and then never drove it again. If only cars could talk!

I was already something of a car girl. The day after I got my license my dad insisted that I learn to drive a stick shift. What a harrowing experience! As my frustration rose and tears fell, he said, “Are you going to sit there and cry, or drive?” Suffice to say, I learned and never looked back. As I proudly drove us home, my dad laughed and said, “Tomorrow, I will teach you to check the radiator, top off the oil, change the tires. . . .”

If you could go back in time, what historic automotive event or person would you want to see and why? I have been fortunate to attend many great events, each now in my memory, so I really cannot say that I have missed anything I want to see. But the people, I miss the people! I would love to set a table and have dinner with so many great car people: Lorin and Dolores Tryon (they were instrumental in bringing Don and me together), Arturo and Deborah Keller, Martin and Sandra Button, Brian my son, and so many more. These people have been our friends for decades.

Don showed more cars at Pebble Beach than any other person has or likely ever will, but he never won Best of Show—and he made peace with that. As Don used to say, “It’s not about collecting cars or trophies; it’s all about collecting people.”

What Pebble Beach Concours moment do you remember most? You are asking me to choose between my children!

In 1999, Dolores and Sandra presented Don with the first Lorin Tryon Trophy for his contributions to the Concours over many years. Don had long since stopped driving cars across the ramp himself, preferring to let others enjoy the moment. But Sandra sent word asking if he would drive her up at the show’s start. He said, “Hold my coffee!” and shot off like a rocket. When he reached the ramp and was presented with the award, he was completely shocked—



Don and Janet Williams relax on a running board after Concours Sunday comes to an end.

teary eyed and genuinely speechless. I have never seen Don that surprised. He was always the one who created those moments for others.

The year 2008 was also unforgettable. We entered the 1937 Rolls-Royce Phantom III by Freestone & Webb known as the “Copper Kettle,” and it was magnificent. After a nine-year restoration by longtime friend Mike Fennel, the car won its Class and the Lucius Beebe Trophy. We asked Mike Fennel and his wife, Julie, to drive it across the ramp—a gesture that meant everything.

If you could walk the Pebble Beach Concours show field with just one person, who would you choose, and what concours car(s) would you most hope to see? Don, of course, the love of my life; we would walk the 18th fairway in our golf shoes, enjoying the full field. My son Brian would be another good choice; he would talk cars (and he is encyclopedic, just like Don, when it comes to that subject).

Which cars? I am partial to the classics—the Rolls-Royce, the Mercedes-Benz—and I would like to see our Bugatti Royale one more time because she is truly one-of-a-kind. We owned it 30 years ago, sold it, and had the pleasure of seeing and selling it again in 2022. After that, Don said there was not much left in the business to do. And I think that said it all.

BROAD ARROW

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2005 Maserati MC12 Stradale

Sold for \$5,202,500 at the Monterey Jet Center Auction 2025

JOIN US ON THE ROAD AHEAD

The Porsche Air|Water Auction

25 April 2026 | Costa Mesa, California

The Concorso d'Eleganza Villa d'Este Auction 2026

16 May 2026 | Cernobbio, Italy

The Monterey Auction

13 - 14 August 2026 | Monterey, California

The Audrain Auction

3 October 2026 | Newport, Rhode Island

Zoute Concours Auction

9 October 2026 | Knokke-Heist, Belgium

The Las Vegas Auction

30 October 2026 | Las Vegas, Nevada

The Zürich Auction

7 November 2026 | Zürich, Switzerland

Jules "J." Heumann, Sandra Button, Glenn Moulner, and Ed Herrmann celebrate a historic milestone in 2003: surpassing \$500,000 in annual charitable giving.



PEBBLE BEACH CONCOURS D'ELEGANCE

A Legacy of Giving — and a Historic Goal Ahead

Since its earliest days, the Pebble Beach Concours d'Elegance has been guided by a simple yet enduring belief: that an event showcasing the world's most significant automobiles can—and should—uplift the community that makes it possible. What began as modest contributions in the 1950s has grown into a philanthropic tradition unmatched by any other concours in the world, and one that continues to support our community in remarkable ways. Our mission focuses on improving the education, health, and well-being of children county-wide—reflecting our belief that the strongest communities are built by supporting future generations early and consistently.

This year, to celebrate the 75th Pebble Beach Concours d'Elegance, Chairman Sandra Button has set her sights on a historic milestone: raising \$5 million in 2026; an achievement that would catapult us past an astounding \$50 million in total charitable giving.

Helping us realize this goal is longtime entrant and donor Tom Peck, who has generously pledged to match all contributions of \$50,000 or more, dollar for dollar, up to \$1 million. With your support, this challenge has the potential to unlock \$2 million in impact, propelling us toward the most ambitious fundraising goal in Concours history.

Right: McPherson College students share an early Ford.

A PARTNERSHIP ROOTED IN SERVICE

In 1974, the United Way of Monterey County (formerly United Way of the Monterey Peninsula) became our official and longest-standing charity partner, embarking on a relationship that remains strong to this day. In those early years, volunteers took to bicycles before dawn, bravely navigating the winding forest roads to distribute tickets and collect cash at the gates that encircle Pebble Beach. As the Concours grew, so did their role, adapting from those misty morning rides to supporting our transition to digital ticketing nearly fifty years later. Through every evolution of the event, their partnership has been unwavering, and we thank them for their adaptability and continued support.



A Legacy of Giving — and a Historic Goal Ahead



Mark Verbonich, Sandra Button, and John Chadwell present a \$167,725 check to support local nonprofits in 1997.



Jay Leno persuades Arnold Schwarzenegger to auction off his bomber jacket for charity at the 2009 Pebble Beach Concours.

EXPANDING OUR IMPACT

The subsequent establishment of Pebble Beach Company Foundation in 1975 broadened our philanthropic reach, enabling us to support other established nonprofits across Monterey County. By the year 2000, the Concours reached a meaningful milestone—surpassing \$5 million in total charitable giving, reflecting not only the success of the event but also the sincere generosity of the specific community drawn to the Pebble Beach Concours.

SANDRA BUTTON'S TRANSFORMATIVE LEADERSHIP

By the time Sandra Button became Chairman of the Pebble Beach Concours in 2002, she had already spent 14 years shaping the Concours from within as a member of the executive team. Her leadership ushered in a new era of exponential philanthropic growth. In her first four years as Chairman, annual giving doubled—from \$500,000 to \$1 million—and the momentum continued steadily in the years that followed, reaching a first \$2 million year in 2019, surpassing \$3 million in 2023, and achieving a historic \$4 million in donations in 2025. To date, Sandra has guided more than \$44 million of the Concours' \$45 million in lifetime charitable contributions.

Yet Sandra's impact extends far beyond fundraising alone. Committed to sustaining the future of the hobby, Sandra has championed automotive education by supporting programs at McPherson College, ArtCenter College of Design, Academy of Art University, and Stanford



Students with the Center for Automotive Research at Stanford (CARS) evaluate potential winners of their CARS Award for Automotive Innovation.

University. She also led the creation of several scholarship funds honoring Concours greats—including Phil Hill, Jules "J." and Sally Heumann, John Lamm, and Don Williams—ensuring their influence continues to support future generations of automotive restorers, designers, and journalists.

Sandra is especially thankful for the continued success of the annual Charity Drawing, which began over three decades ago and is now a beloved Concours tradition. Through the generosity of our manufacturer partners, one hundred cars and many other exciting prizes have been donated through the Pebble Beach Concours. Notable hosts of the Charity Drawing have included Jay Leno, Arnold Schwarzenegger, Richard Charlesworth, and Charlie Ross. Jay, in characteristic fashion, often closed the segment with impromptu offers of tours at his own garage to those present on Concours Sunday who wanted to make a last-minute donation—an unforgettable reminder of the camaraderie that fuels our charitable spirit.



Above: Janet Williams visits the newly established Don Williams Classic Car Restoration Program at Rancho Cielo with Pebble Beach Concours and Pebble Beach Company team members in 2025.

Right: Then—Pebble Beach Company CEO William Perocchi, Sandra Button, Jay Leno, and Master of Ceremonies Derek Hill announce that 2015 charitable gifts exceed \$1.8 million.

Just as important as establishing and funding programs is checking in regularly on their progress and needs. Sandra and members of both the Concours and Foundation teams regularly conduct in-person site visits throughout the year with our nonprofit partners. These visits—where, as Selection Committee member Martin Button likes to say, “we kick the tires”—allow us to see programs in action, speak with the people they serve, and ensure that every investment we make is meaningful, thoughtful, and directly tied to community need. Raising funds is one side of the coin; making sure those dollars work swiftly and effectively is the other.

A HISTORIC GOAL FOR OUR 75TH CELEBRATION

As we celebrate the 75th Pebble Beach Concours d’Elegance, we invite our community to honor this historic anniversary by giving back—and by taking full advantage of the \$1 million challenge match. Together, we have the opportunity to raise \$5 million this year and surpass \$50 million in total charitable giving.

“Reaching this milestone feels, to me, like a fitting way to honor everyone who has contributed to our charitable legacy...and, as in years past, it’s something we can only accomplish together,” Sandra says. “But it’s not about a number—it’s about what those dollars make possible. Every gift represents a child supported, a program strengthened, and a community made better. My promise is simple: we will ensure every dollar goes to work where it is needed most.”



But it’s not about a number—it’s about what those dollars make possible. Every gift represents a child supported, a program strengthened, and a community made better. My promise is simple: we will ensure every dollar goes to work where it is needed most. - SANDRA BUTTON



JOIN US IN MAKING HISTORY

From bicycle-delivered tickets in the 1970s to digital passes in the 2020s, from a single charitable partner to a flourishing network of over 120 nonprofits, and from modest contributions to millions raised each year—the Pebble Beach Concours d’Elegance has traveled an extraordinary road of giving.

Now, as we stand at the threshold of our 75th Celebration, we have every opportunity to further uplift this community and honor the work of every volunteer, donor, entrant, judge, sponsor, and enthusiast who has made this journey possible.

With your support, we can meet this match, elevate our impact, and write the next chapter of our philanthropic story.

Let’s rise to this challenge—together—and make history once again!



For 10 Years, The Perfect Match.



AUGUST 21, 2016. WHERE IT ALL BEGAN

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| DELAHAYE 135 | TYPE 8A | MT4 | 8 LITRE | 250 GT | MODEL KB | T150-C-SS | STRATOS ZERO | INVICTA S |

Since 2016, our partnership with the Pebble Beach Concours d'Elegance® has been a journey through excellence. For a decade, we have translated the spirit of automotive legends into **exclusive collections of silk accessories**, proving a simple truth: **when inspirations are iconic, style is timeless.**

Get ready for the new 2026 Pebble Beach Concours d'Elegance® Limited Edition.

GOODING CHRISTIE'S

STORIES ABOUT THE PEBBLE BEACH CONCOURS FROM OUR TEAM

For 22 years, Gooding Christie's has had the unique privilege of serving as the official auction house of the Pebble Beach Concours d'Elegance, an appointment that holds with it great prestige, honor, and an unparalleled dedication to presenting the world's finest motor cars for auction. Beyond our official partnership with the Concours, many of our team members, including our expert Specialists, known and beloved by so many in the automotive community, have their own unique relationships to the world's foremost automotive event. We are proud to showcase some of their stories herein highlighting just how influential and significant a role the Pebble Beach Concours has played in each of their lives—both on a personal and professional scale.

DAVID BRYNAN | Senior Specialist

One of my earliest memories is attending the Pebble Beach Concours d'Elegance with my family. It was 1989 and I was three years old. My father took a photograph of me that day—I'm standing in front of a Ferrari 166 MM Barchetta, smiling proudly with a glass of grape juice in my hand, meant to resemble wine. That photo has lived on my desk ever since, and the Ferrari Barchetta remains a personal favorite to this day.

Over the years we returned often to the Concours; it provided a perfect excuse to visit my grandparents, who lived nearby in Pacific Grove. In 2006, during my last summer trip to the event before heading back to college, I brought along my new digital camera and wandered the show field taking photographs. That year I walked up from The Lodge to the Gooding & Company preview and found myself transfixed by the catalog cover car: an unrestored Bugatti Grand Prix car wearing the most wonderful oily-rag patina. It seemed less like an artifact than something alive.

A few months later I wrote a letter to David Gooding—part introduction, part plea—asking for an internship, and in the summer of 2007, I found myself working on the Pebble Beach Auction. It was an extraordinary sale. We handled a remarkable collection of Rolls-Royce Silver



David Brynan, age three, and his father, Jeff Brynan, with one of David's all-time favorite cars, a Ferrari 166 MM Berlinetta, at the 1989 Pebble Beach Concours.

Ghosts, including the famous Corgi, Greg Garrison's Ferraris, Anne Klein's Blower Bentley, and an exquisite black Ferrari California Spyder that struck me then as one of the most beautiful cars I had ever seen. I had spent the summer helping to assemble the catalog and I worked throughout the sale itself. Along the way I met some of the great figures of the car world, including Phil Hill, Ferrari's California-born World Champion and one of my automotive heroes.

After graduating in 2008 I joined David's team full-time, and since then Pebble Beach has been a fixed point in my calendar every August. Even after nearly two decades of that long and demanding week, I am still excited to wake before sunrise on Sunday morning and walk down to the Concours lawn to watch the cars arrive in the early light, one by one taking their places.

In 2015 my family entered a car in the Concours for the first time—our Abarth—and it was in a class that included a Cobra Daytona Coupe and a D-Type. Two years later I debuted our Alfa Romeo Giulietta SZ, fresh from restoration by my friend Scott Sargent. (Scott had worked on Peter Williamson's Bugatti Atlantic, which won Best of Show in 2003, a result that firmly established him as one of the country's foremost Bugatti specialists.)

David Brynan judges a Ferrari 500 Mondial in the Postwar Preservation class, circa 2024.



Having attended for over 50 years, my collective experience of Pebble Beach is a wonderful array of history, memories, and emotion.” - GARTH HAMMERS



In 2018 I was invited to serve as a judge, a great personal honor, and was assigned to evaluate a special class of OSCA automobiles. I have shown one additional car since then, in 2019, and have served as a judge each year since that time, most recently working with Peter Hageman's team overseeing the preservation class.

At the moment I am restoring another car that I hope to debut at Pebble Beach in the coming years. It is one of the earliest surviving Lancia Aurelia B20 GT's, a landmark Italian design that I have admired for as long as I can remember. I am taking great pains with the restoration, hoping that one day the car might earn a prize on the lawn. To me the meaning of that recognition lies less in the trophy than in the satisfaction of knowing it was done properly—restored in a way that would impress the sort of people who have spent their lives around great automobiles.

That spirit connects directly back to the 1950s, when the Concours and the Pebble Beach Road Races were among

the most glamorous and exciting gatherings a California car enthusiast could imagine. Pebble Beach has always felt like that to me, and it still does. I hope it continues to feel that way for decades to come.

GARTH HAMMERS | *Specialist*

I was born a bit too late to meet such luminaries as Lucius Beebe, Gwenn Graham, or Alton Walker, but from an early age I heard their names, and how they and several others helped create the earliest editions of the annual Pebble Beach Concours d'Elegance. I did, however, have the opportunity to know Co-Chairmen Lorin Tryon and Jules Heumann, who were entrusted in 1973 with the event's then-uncertain future. Everything positive you may have heard about these two gentlemen and their dedication to Pebble Beach is unequivocally true. Their passion and expertise elevated the show to become the world's standard for competitive automobile exhibitions, a standard that continues to this day.

Opposite Page: Garth Hammers's father, Jim Hammers, reads his 1938 Alvis Tourer for the 1999 Pebble Beach Concours.

Below: Garth's prized 1976 Pebble Beach Concours program bearing the autograph of Bill Harrah.



My earliest recollections of the show field date to 1975, when my dad Jim Hammers raised 8-year-old me onto his shoulders to catch a glimpse of my hero Bill Harrah's white hair. Since I was the son of a lifelong car enthusiast, Harrah—who owned 1,500 cars including two Bugatti Royales and a seemingly endless line of Model J Duesenbergs—was clearly someone to look up to.

In 1976, we brought our 1922 Mercer Raceabout to the show on an open trailer pulled behind a gold metallic 1970 El Camino. I, not yet 10, was sitting in the Mercer, among other cars on display in the Vintage 1916–1924 class, when a Stetsoned Ansel Adams walked up and introduced himself, and relayed an experience he once had in a similar Mercer. Then, just ahead of our car, I spied my opportunity to approach Mr. Harrah for an autograph, not long before he won Best of Show with his butterscotch and lemon oxide Bugatti Type 57S Atalante. I was thrilled to meet him, if only for a moment, and could not have known it would be his last such award at Pebble Beach. The poster from that year's show hung on my wall for decades.

I was also on hand to see Phil Hill and his purple Murphy-bodied Packard win in '77, then Peter Rosi with his redder-than-red Duesenberg LeBaron Dual Cowl in '78.



Garth Hammers enjoys the line-up of cars at the 2021 Pebble Beach Tour d'Elegance.

By then, I knew that the show field at Pebble Beach was truly hallowed ground. Each year, the gifted master of ceremonies, Paul Woudenberg, was on the mic. He took pride in enunciating each rounded vowel and rolled his Rs when announcing such names as Arturo Keller of Monterrey, Mexico—complete with the silent X. Each of his words imparted reverence and importance.

On the lawn in the early eighties, I approached the passenger side of a Ferrari 275 NART Spyder. On the opposite side, an admirer of the Ferrari and someone involved with the car's presentation exchanged a few words: "This is the most perfect interior I've ever seen. . . ." "Well, when you pay the upholsterer 50 grand, it had better be perfect." I remember marveling at the thought that \$50,000 would easily cover the price of a nice Gullwing. (This is a unit of measure I still use today.)

Our last turn on the lawn as entrants was in 1999, when we brought our 1938 Alvis Cross & Ellis Tourer as an exhibit-only presentation, which sets up a Lorin Tryon story. For years, following the Class and Special Awards, and the excitement of Best of Show, Lorin hosted what he called "The Second-Best Show in Town," giving any entrant who had not had the thrill of driving over the ramp a chance to come up and have their car recognized. Knowing each exhibitor and their prized vehicle as he did, Lorin always had kind words for each car, its restoration, and the family who brought it. Lorin had passed just a few months before



Seven-year-old Cameron Luther peers at a 1956 Maserati 200 SI at the 2008 Pebble Beach Concours.



Cameron Luther and his father, Bob Luther, at the 2023 Pebble Beach Concours.

the 1999 show, but his wife, Dolores, ensured that the tradition continued, and she greeted the Alvis and me atop that wonderful green wooden ramp.

One year recently, I walked the field with my wife, Wendy, when we came upon the Mercedes-Benz SLR #722. As I tried to relate the car's accomplishments and significance, I found myself unable to speak, the lump in my throat had suddenly grown too large.

Having attended for over 50 years, my collective experience of Pebble Beach is a wonderful array of history, memories, and emotion.

Hallowed ground indeed.

CAMERON LUTHER | *Specialist*

My father first brought me to the Pebble Beach Concours d'Elegance twenty-two years ago, when I was three. My grandfather, who had attended the event with my father since the 1980s, said "Why in the world are we bringing a kid in a stroller?" Not long after, he came around and acknowledged that I was developing a serious interest in classic cars.

As I attended "Pebble" over the years, I met professors and students from McPherson College—a school that offers the only four-year automotive restoration degree in the nation—so, when I was a senior in high school and it was time to decide where to go to school, McPherson was a natural choice.

It was at McPherson that I met Amanda Gutierrez, who opened the door for me to a life-changing internship—a summer at The Revs Institute. The museum and educational institution houses the Miles Collier Collections, likely the most complete collection of historic racing automobiles and archives in the country. Through interning at Revs I was able to achieve two lifelong dream experiences: riding onto the Pebble Beach Concours show field in a car (a Porsche 917 PA at that!) and assisting in presenting a 917K to Concours judges David Brynan and Simon Kidston.

Having attended auctions at Pebble Beach and Hershey since I was a child, a natural next step for me after experiencing museum work was the auction industry, where the same research and understanding of the automobile could be applied when assembling archival files and writing catalogue descriptions. As luck would have it, I met David Gooding on an airplane leaving another concours in the Spring of 2022. By that summer, I was an archives intern for the official auction house of the Pebble Beach Concours d'Elegance!

The day after graduation, I drove from Kansas to California to join the Gooding team full time as an associate specialist and today I am a specialist. I feel fortunate to be a part of this team, and I continue to attend the Concours every year—which, apart from the cars, is also a great excuse to catch up with like-minded friends and meet new ones.

PEBBLE BEACH

“The World’s Most Prestigious Car Show.”

– FINANCIAL TIMES



AUGUST 16, 2026

ADVANCE TICKETS TO OUR 75TH CELEBRATION AVAILABLE AT pebblebeachconcours.net

Social Seen

2025 PEBBLE BEACH AUTOMOTIVE WEEK

The Miroshnichenko Family gathers alongside their 1951 Ferrari 340 America Touring Barchetta.



Above: The 1938 Packard 1607 Twelve Convertible Coupe serves as a complimentary backdrop for a gentleman in a houndstooth suit and top hat.



Above Right: This elegant couple enjoy their mini bottles of champagne as they browse the show field.

Right: The 1954 Plymouth Explorer adds a perfect pop of color to these young ladies' neutral outfits.

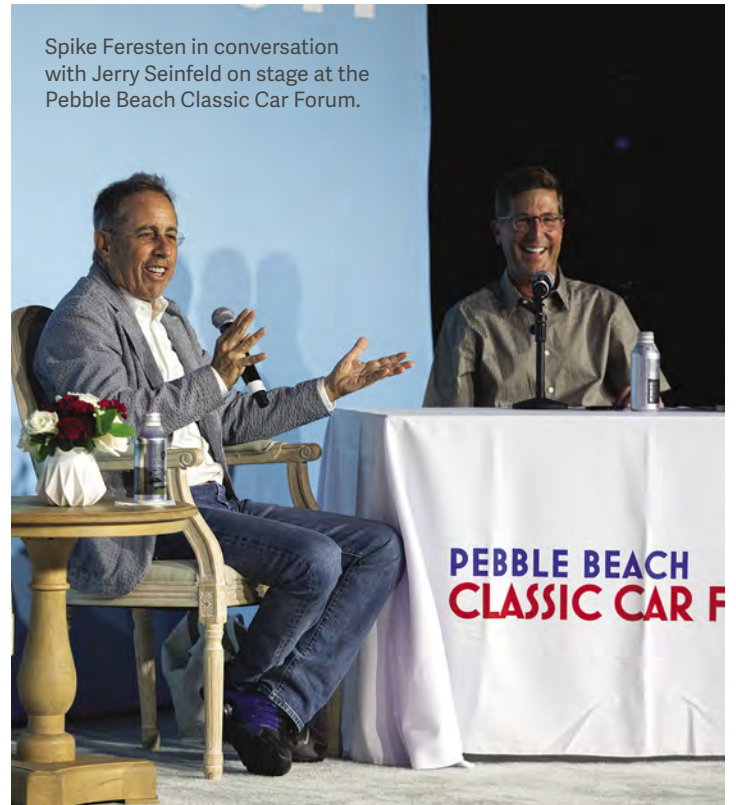




Members of the Pebble Beach Concours team gather at the start of the 2025 Pebble Beach Tour d'Elegance presented by Rolex.



Master of Ceremonies Amanda Stretton and her husband Charles amidst the line of cars before they take off on the Tour d'Elegance.



Spike Feresten in conversation with Jerry Seinfeld on stage at the Pebble Beach Classic Car Forum.

Social Seen 2025 PEBBLE BEACH AUTOMOTIVE WEEK



The 1959 Ferrari 250 GT Tour de France Scaglietti Berlinetta serves as a perfect backdrop for photos.



The Schwartz Family color coordinates with the 1955 Moretti Spyder 750 Mota Michelotti Spyder.



A double pop of color pairing with the orange 1941 Chrysler Newport LeBaron Dual Cowl Phaeton and bright green dress.



Above: A "Concours Style" moment on the show field with a mix of fun colors and patterns.

Right: The monochromatic beige outfit is a perfect compliment to the maroon 1939 Chrysler Custom Imperial C-24 Derham Touring Phaeton.





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The 1948 Chrysler Town and Country Convertible features the enormous horned head of a steer.





#ConcoursStyle





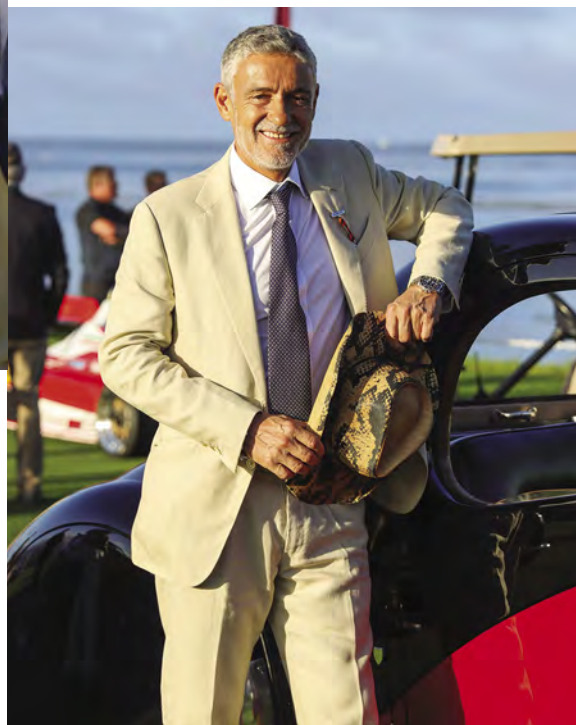
Artemis Reimel blends effortlessly with Ted Reimel's green 1934 Mercedes-Benz 500 K Mayfair Four-Passenger Tourer.



The 1956 Ferrari 410 Superamerica Pinin Farina Coupe that placed First in Class serves as a perfect photo op on the show field.



Flowy hats, champagne, and big smiles for these ladies as they make their way onto the show field.



Above: Fritz Burkard leans on his 1937 Bugatti Type 57 Atalante Rolltop Coupé with a proud smile after driving more than 3,000 miles to be present on Concours Sunday.



Left: A picture-perfect moment gathered around Alan Brown in the driver seat of his 1930 Invicta 4½ Litre S Type Vanden Plas Sports Tourer.



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Dan Hembal and family enjoy their 1953 Chrysler Thomas Special.



Above: Color coordinated and well suited in front of the 1937 Rolls-Royce Phantom III H.J. Mulliner Sedan de Ville.

Above Left: These distinguished gentlemen, Tom Hale and Max Cohen, share the 1925 Amilcar CGS Charles Duval Grand Sport.



Left: A pink moment on the show field next to The Ely Family's glowing 1968 Ferrari 330 GTC Pininfarina Coupe.

Neil and Elizabeth Pickstone color coordinate with the Montagu of Beaulieu Trophy-winning 1935 Aston Martin Mark II Bertelli Sports Saloon.



Cameron and Tinley Richards share the 1957 Best of Show winner, the 1937 Rolls-Royce Phantom III H.J. Mulliner Sedanca de Ville.



A young lady gazes down the show field alongside the 1964 Ferrari 250 LM Scaglietti Berlinetta that placed First in Class.



Renea and Duncan Dayton pose with their 1978 Lotus Type 79 Formula 1, which placed Third in Class.



Above: Simon Kidston enjoys his 1964 Ferrari 250 LM Scaglietti Berlinetta.



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PEBBLE BEACH AUGUST 2026 AUTOMOTIVE WEEK

CONCOURS VILLAGE

Concours Village is the premier location to explore sponsor displays and their unique visions, and get behind the wheel at one of the official Ride & Drive experiences. The always fascinating expert speaker panels of the Pebble Beach Classic Car Forum and the elegant and thoughtfully curated collection of exhibitors at Pebble Beach RetroAuto are also located in Concours Village.

Times/Dates: 9 am to 6 pm, Thursday, August 13 through Saturday, August 15, and 8 am to 6 pm, Concours Sunday, August 16

Location: Across from the Pebble Beach Auctions at Forest Lake Road and Stevenson Drive.

Open to the public without fee.





75TH PEBBLE BEACH CONCOURS D'ELEGANCE

On Sunday, August 16, over 200 of the most prized collector cars in the world roll onto the 18th fairway of Pebble Beach Golf Links—where they strive to be recognized as the best. The automobiles are judged for their historical accuracy, their technical merit, and their style, and the best garner reward and recognition.

Time/Date: 7 am to 5 pm, Sunday, August 16

Location: The Lodge at Pebble Beach and the 18th fairway of Pebble Beach Golf Links

Schedule: Dawn: Show field opens to car entrants
5:30 am: Show field opens to spectators with a credential
8 am: Judging commences
1:30 to 5 pm: Awards Ceremony & Charity Drawing

General Admission Tickets are \$550 through July 31 and \$650 thereafter. VIP tickets range from \$1,200 to \$5,000. All tickets can be purchased online at pebblebeachconcours.net/tickets.



28TH PEBBLE BEACH TOUR D'ELEGANCE *presented by Rolex*

On the Tour, Concours participants trace portions of scenic 17-Mile Drive and Highway One from Pebble Beach to Big Sur and back, showcasing elegance in motion for all to enjoy.

Time/Date: 9:30 am to 2 pm, Thursday, August 13

Schedule: 7 am: Cars line up on Portola Road near Pebble Beach Golf Academy
9:30 and 9:45 am: Cars depart, tracing portions of 17-Mile Drive and Highway One
Noon: Cars return to Pebble Beach
Noon to 2 pm: Participants enjoy a luncheon at Mercedes-Benz

Spectators welcome; for a map of the Tour d'Elegance route, go to pebblebeachconcours.net/tour.



21ST PEBBLE BEACH MOTORING CLASSIC

The Motoring Classic is the ultimate road trip for enthusiasts, winding down the West Coast from Seattle to Pebble Beach, arriving just in time for Pebble Beach Automotive Week. The scenic 1,500-mile route for the annual trip climbs the Cascade Mountains, takes in Crater Lake, and crosses the Golden Gate Bridge.

Dates: Monday, August 3 to Wednesday, August 12

Location: Woodmark Hotel in Kirkland, Washington to The Lodge at Pebble Beach

Schedule: August 3: Participants gather in Kirkland, Washington
August 4: 8:30 am departure from the Woodmark Hotel
August 12: 4:00 pm arrival at Casa Palmero at Pebble Beach

Spectators welcome for departure and arrival; times subject to change.



DISPLAYS, DEBUTS, AND RIDE & DRIVES

Many automotive and luxury goods manufacturers will be hosting displays and unveiling new cars and concepts throughout Concours week. Ride & Drives will also be offered. Watch our website for the latest information regarding new car debuts and other exciting events.

Dates: Thursday, August 13 to Sunday, August 16, subject to individual manufacturer.

Locations: Concours Village near the Pebble Beach Golf Academy, as well as the first and third fairways of Pebble Beach Golf Links and nearby locales beginning on Thursday, August 13.

The Concept Lawn, featuring the latest concepts and new cars, is held on the practice putting green in front of The Lodge at Pebble Beach in tandem with the Concours on Sunday, August 16. Cars load onto the Concept Lawn beginning in the afternoon on Saturday, August 15.

Most exhibits are open to the public without a fee.

PEBBLE BEACH AUCTIONS *presented by Gooding Christie's*

The Pebble Beach Auctions presented by Gooding Christie's offer car collectors the opportunity to not only see but acquire automobiles of the highest quality, provenance, and design.

Viewings:

10 am to 6 pm, Wednesday, August 12
9 am to 6 pm, Thursday, August 13
9 am to auction's end, Friday, August 14
9 am to auction's end, Saturday, August 15

Auctions:

4 pm, Friday, August 14
11 am, Saturday, August 15

Location: Parc du Concours near the Pebble Beach Golf Academy

Fee of \$50 admits one person to all auction events; bidder registration fee of \$200 includes catalog, admission and reserved seating for two.



PEBBLE BEACH RETROAUTO

RetroAuto has established itself as a well-curated marketplace for the true automotive enthusiast, showcasing rare collectibles, historic automobilia, art, and literature as well as luxury items, technological tools, and official Pebble Beach Concours d'Elegance merchandise.

Times/Dates: 9 am to 6 pm, Thursday, August 13 through Saturday, August 15, and 8 am to 6 pm, Concours Sunday, August 16

Location: Concours Village near the Pebble Beach Golf Academy

Open to the public without fee.

PEBBLE BEACH CLASSIC CAR FORUM

The Forum offers a series of must-see panels and interviews featuring luminaries of the automotive world. It also provides car enthusiasts with the opportunity to see, hear, and even meet their heroes. Forum sessions and panelists will be announced at pebblebeachconcours.net/forum.

Dates: Thursday, August 13 through Saturday, August 15

Location: Concours Village near the Pebble Beach Golf Academy

Purchase tickets early as most Forum sessions do sell out! Tickets go online in early summer and must be purchased in advance. For further information and to purchase tickets, please visit pebblebeachconcours.net/forum.



AUGUST 2027-2029

FUTURE EVENT DATES

The Pebble Beach Concours d'Elegance Is Moving to a New Date in 2028

For most of the past three decades, with rare exception, the Pebble Beach Concours has taken place on the third Sunday in August. But in 2028, the event moves one week earlier, to the second Sunday in August.

“Parents want to share their love of cars with their kids, and we want to make that more possible,” said Concours Chairman Sandra Button. “A simple move forward by one week lessens the conflict for many.”



PEBBLE BEACH CONCOURS d'ELEGANCE
Sunday, August 15, 2027
Sunday, August 13, 2028
Sunday, August 12, 2029



PEBBLE BEACH TOUR d'ELEGANCE
Thursday, August 12, 2027
Thursday, August 10, 2028
Thursday, August 9, 2029

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A LOOK IN THE REARVIEW MIRROR



In 2014, Norman Dewis crossed the awards ramp in the XK120 that he piloted to a world record speed of 172.4 mph back in 1953.



A Command Performance by Norman Dewis

AT THE 2010 PEBBLE BEACH CONCOURS

The gathering began on a dramatic note. Famed Jaguar test driver Norman Dewis shouted the command, “Gentlemen, start your engines,” and 12 sleek Jaguar XKSS roadsters roared to life, signaling a start to the festivities of Pebble Beach Automotive Week.

To celebrate its 75th anniversary, Jaguar was hosting a Thursday night kick-off party for the 2010 Pebble Beach Concours, and more than 900 entrants, judges, organizers, and supporters were in attendance.

Gathering 12 of the 16 XKSS roadsters ever made was a first. On Concours Sunday, they were accompanied by a wide range of Jaguars, from a 1935 SS 90 Open Sports and an SS 1 Drop Head Coupé to the 1966 Jaguar XJ13 Prototype that Dewis once crashed at speed—thankfully walking away unscathed. On this occasion he powered an XKSS over the awards ramp without incident—to loud applause.

Jaguar has been a part of the Pebble Beach Concours from its very start when a young Phil Hill won the first Pebble Beach Cup, driving an XK120 in the first Pebble Beach Road Race. And we can’t wait to see what they bring us for our 75th celebration.



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